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Bancroft's Beautiful Flowers

For 1925



COLUMBIA

The rose for everybody. For beautiful form and size. For fragrance, for long keeping qualities Columbia stands at the head of all our roses. Unexcelled for summer blooming out doors—is not hardy in this locality but pays for itself many times over if you plant out in a sunny location. Extra strong 2-year plants, 30 cents each, \$3.00 per dozen.

JOSEPH BANCROFT & SON

Lock Box 35. Telephone 44
CEDAR FALLS, IOWA

TO OUR CUSTOMERS

THIS IS A CATALOG OF DEPENDABLE THINGS

We do not sacrifice quality for price. You cannot get something for nothing. Our rapidly growing trade is with the class of people who are willing to pay a reasonable price for merchandise of quality. We do business on this principle—one good plant that grows and blooms is worth half a dozen that are grown so crowded and weak that they never make a good plant, no matter how you pet and fuss with them.

Our list is not as large as some but you will find that we have discarded the varieties that are not suitable here and list only those we know will prove satisfactory to you.

SERVICE

Service means quality of goods plus the ability to care for your orders in such a manner that you will come again—Our ever-increasing trade shows that we have both and we are giving them to our customers.

Any order that does not prove satisfactory in every way we are ready and glad to make right—if proper claim is made within a reasonable time after time of shipment.

Errors. If goods received are not as expected compare with order, read Catalog carefully, and if we are in the wrong, write us at once. Every just complaint will have immediate attention.

Remit by bank draft, express order, post office order or registered letter.

To Responsible Parties goods will be sent on approval.

Plants by Express. Have your plants, shrubs, etc., sent by express when you can possibly do so. We guarantee safe arrival of all goods by express.

NOTICE. Plants by Mail. Add 10c per dollar on all orders for plants to go by mail. Prices given in this catalog are not prepaid. Postage or express is to be paid by purchaser. All large plants must be sent by express.

POINTS ON THE CULTURE OF FLOWERS

Treatment of Plants Received by Mail. If plants are wilted immerse them in water, without removing the packing material and allow them to remain for half an hour. Then unpack and set in small pots in rich fibrous loam, shade from the sun and sprinkle foliage every day being careful not to overwater the roots until the plants begin to grow, after which they may be shifted to larger pots if necessary.

Soil in Which to Pot Plants. The best soil for most plants is composed of two-thirds good garden soil, and one-third well-rotted manure, well mixed together. If not naturally sandy, it is well to add some sharp sand.

Watering. Whenever the plants are dry, water so that the earth will be saturated, and no more. No water should be allowed to remain in the saucers under the pots except in the case of aquatic plants. Soft-wooded plants require much more water than hard-wooded ones.

Drainage is of the utmost importance. Every large pot should have at least an inch of broken pot, shredded moss or charcoal in the bottom.

Syringing. All plants are benefitted by liberal spraying two or three times a week on the under side of the leaf.

Air. Ventilate well every day when air above freezing point can be admitted. Do not allow cold air to blow directly against plants.

Insects. One of the most disgusting of these is the Scale which attacks the Ferns, Palms, Ivies, etc., lodging on the stem and

under side of leaf. There is no remedy but scraping off and destroying. A severe scrubbing with an old tooth brush and soap will remove the scale. Mealy bugs lodge in the axils of the leaves and are easily removed by using an old tooth brush. Red spider shows itself in a brown dried condition of the leaves and is an indication of too dry an atmosphere. Sponge, sprinkle or wash the leaves often and thoroughly. The Green Fly or Aphid, is best destroyed by tobacco smoke, if the smoke can be confined about the plants; otherwise a tobacco tea, made by steeping one pound of tobacco stems in four or five gallons of water, can be used. Dip the plants in the liquid, or sprinkle them thoroughly with it; or moisten the plants with water and sprinkle tobacco dust over them, letting it remain until the usual watering washes off.

Worms in the Soil. Lime water will usually expel them without injury to the plant, one part lime to twenty parts of water, and when clear, give one or two waterings.

Mildew. A whitish or moldy appearance of the leaves. It is caused by a sudden change in the atmosphere from great heat to cold, or by a draft from open windows or door. At first appearance dust them with sulphur.

PRICES OF INSECTICIDES

Tobacco Dust. 20c per pound.

Tobacco Whale Oil Soap. 20c per 1-2 lb.

Nicotine Paper. 8c per sheet, 4 sheets 25c.

Wizard Sheep Manure Makes Plants Grow to Perfection.

5 lbs.....	35c	25 lbs.....	\$1.25
10 lbs.....	60c	50 lbs.....	\$2.25
		100 lbs.	\$3.75

PALMS

Kenita Belmoreana. An elegant species in which the Pinnas are beautifully curved and reflexed. One of the easiest to grow in cultivation. Nice plants \$1 each; large size, \$2, \$3 and \$5 each.

Kentia Forsteriana. Similar to the preceding, but taller and more robust. Nice plants, \$1 each. Large size, \$2, \$3 and \$5.

Areca Lutescens. A most elegant palm. \$1, \$2 and \$3 each.

Latania Borbonica. (Chinese Fan Palm). One of the most desirable for general cultivation. Especially desirable for center vases, etc. \$1 and \$2.

Phoenix Ruebleana. Dwarf feathery growth. Very suitable for center of fern dishes. Takes the place of the cocoa palm and easier to grow, 75c and \$1.00.

PANSIES

The Pansy begins to bloom in February and continues until late in the fall. Should be placed in very rich soil and watered freely. We offer a fine collection of carefully grown, from pots, that are sure to give satisfaction and bloom freely.

Giant Varietis. Colors separate. 60 cents per dozen.

Our Special Mixture. Containing a fine mixture of all varieties. 75 cents per dozen, \$5 per 100.

NOTICE—Owing to NEW POSTAL RULING AFTER APRIL 15th Special Delivery packages over 2 lbs. will cost 25c. This charge will apply to all cut flower orders except dollar prepaid boxes.

CUT FLOWERS

In design work and loose cut flowers we are better than ever prepared to care for your wants. With 60,000 feet of glass devoted to flowers, our excellent facilities for storing and shipping, we are sure that you cannot do better elsewhere. We carry on hand the largest stock of seasonal cut flowers in Central Iowa, even in the largest cities few firms carry the stock that we do. Frequently persons are undecided what to order and at such times you may leave the selection to us, stating what you wish to use them for and the price you wish to pay.

WHEN TO ORDER. Give us as much time as possible. Do not be afraid to order even a week or two ahead. You are sure of getting just what you want. Where an order is not sent in until the last thing, we sometimes have to substitute either in kind or color of flower wanted.

HOW TO ORDER. All customers will please notice that orders for early morning shipment must be in the night before. Our postoffice closes at 7 p. m. If you are not sure that your order will reach us before that time, it is safer to wire us. Telephone messages can be sent after 8 p. m. at considerable reduction. It is always best to telephone or telegraph your order when time is limited, as you are then sure of reaching us on time. **Don't trust the mails;** trains are often late and we often do not receive orders on time.

SUNDAY MAIL. If your order is sent by mail for Monday shipment, be sure and affix a special delivery stamp if letter is liable to reach here on Sunday, as we do not receive all our Sunday mail until Monday morning.

FLOWERS BY EXPRESS. All cut flowers, designs, etc., packed to carry long distance safely, either winter or summer.

FLOWERS BY MAIL. On request we often send small boxes of loose cut-flowers by mail, as a rule they reach their destination all right, especially carnations, but much prefer sending by express, as flowers carry better. If orders are to go out by mail, add 20c postage which includes special delivery stamp. We positively will not be responsible for time or delivery or for flowers freezing in transit by mail.

TERMS AND CONDITIONS. Cut flowers are strictly cash, and payment must be made immediately on receipt of flowers. We seldom send C. O. D. It often embarrasses those who buy, and it is a needless expense.

COMPLAINTS to be allowed should be made immediately on receipt of flowers. We stand ready always to make any wrong right.

RESPONSIBILITY. While we exercise the greatest care to have all flowers reach their destination on time, and will not ship unless we are reasonably sure **they will reach** you on time, we positively will not be responsible for delays in trains, wrecks or express agents' negligence. **Should your flowers reach you too late, accept them under protest, do the best you can with them. If for a funeral, lay them on the grave, we will share the loss with you and take care of any claim against express company.**

OUR SHIPPING FACILITIES. The fact that the great harvester companies have their general agencies in this city is in itself a sufficient guarantee that there are none better in Northern Iowa.

NOTICE — Owing to New Postal Ruling after April 15th Special Delivery packages over 2 lbs. will cost 25¢. This applies to all cut flower orders except \$1.00 prepaid boxes.

Flowers for the House the Season Through

A BIRTHDAY

Have you a friend you would love to remember, then **say it with flowers**, the most beautiful of remembrances. Our assorted boxes, \$2.00 and up, are very appropriate—say when they should reach destination.

For the home, a party, for a birthday, or for a sick friend. Just mail us your card and with the address of the person who is to receive it, and we will do the rest. We know you will be pleased.

VERY IMPORTANT

How to Keep Your Cut Flowers

All design work. Leave in the boxes and set in a cool cellar until ready to use.

Loose Flowers. Remove from boxes at once, clip the ends of stems and put them in water and set in cellar, using deep vase with plenty of water at bottom, and see that the stems are down in the water. By securing loose flowers early and keeping them 12 to 24 hours before using, you double the value of the flowers.

You enjoy having flowers in the home and having them on the table when you have a few friends in; why not have them oftener? Part of the year you cannot grow them, but we make it easy for you to have them whenever you like, at a small cost. **Our \$1 and \$2 boxes of cut flowers sent prepaid anywhere is always suitable whatever the occasion.**

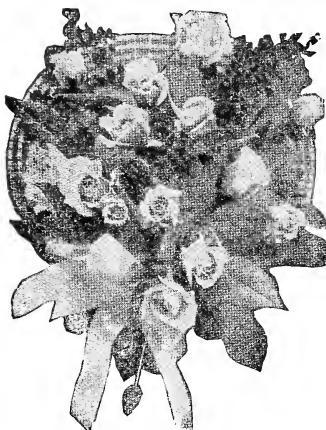


Golden Ophelia

HOLIDAYS

Owing to the extraordinary demand, it is sometimes impossible to give you exactly the kind of flowers ordered. We do our best, but our customers will find we can give better value in mixed boxes of our own selection, \$2, \$3, \$5, \$10.

DECORATION DAY



Corsage Bouquet.

One of the hardest days of the year to supply the demand. If the weather is not hot and damp, it is a time of poor quality and high prices. We shall endeavor to bill all stock at most reasonable prices, according to quality. Prices from May 28th to June 1st will be about as follows:

Carnations, assorted colors only and our selection, \$1.50 and \$2.00 per dozen. Purchaser's selection of color, \$3 per dozen;

Roses, \$1.50 and \$2.00 per dozen, extra fancy \$3.00 and \$4.00 per dozen; **Columbia**, **\$3.00 and \$4.00 per dozen**, extra long, \$6.00 per dozen; **Jasmine**, 60 cents per dozen, \$4.00 per 100; **Gladiolus**, \$3.00 and \$4.00 per dozen; **Lilies**, \$4.00 per dozen. Count of lilies includes buds.

MOTHER'S DAY

Usually observed in all churches the second Sunday in May. Wear a flower for mother's sake, a white one for the mother that is dead, and a colored one for the one who is living.

Carnations. Assorted colors only, and our selection of color, \$2.00 per dozen. Purchaser's selection of color, \$3.00 per dozen.

Roses. \$1.50, \$2, \$3, \$4 per dozen. Short stemmed roses, assorted colors, \$1.50 doz.

Special Notice. All carnation orders for Mother's Day are taken by us with the distinct understanding that part Roses may be substituted for carnations if necessary.

FLORIST TELEGRAPH DELIVERY

We are members of Florist Telegraph Delivery Association of America.
Flowers Delivered to Any Part of the World.

We have a representative in, or near every city, town or hamlet, who will fill and deliver anywhere any order, on short notice through our co-operate telegraph system.

PATRIOTIC DESIGNS

We are well prepared to handle any order for the funerals of our Soldier Dead. Any special form made up in a satisfactory manner at reasonable prices. All designs for Military Funerals are draped with finest quality red, white and blue ribbon. We quote two very appropriate and beautiful pieces.

Flag. On panel of Magnolia, \$10, \$15, \$20.

Wreath of White with Cross of Red inside wreath, \$18, \$25, \$35.

American Legion, 16 inches, \$10; 20 inches across, \$15; 24 inches, \$20.00.

In ordering always use telegraph or telephone in preference to letter where immediate shipment is desired.

SEASONABLE PRICE LIST OF LOOSE CUT FLOWERS

SWEET PEAS. Season, January 1st to June 1st, 35c per dozen. After May 1st, 50c per bunch of 25.

LILIES, Easter and Callas. Season almost the entire year, 50c each, \$5.00 per dozen. Large quantities always on hand at Easter at regular prices. All large buds count same as flowers on Easter Lilies and average the dozen, eight open flowers. Place your Easter orders early. Easter Lilies during May and June 40c each, \$4.00 per dozen.

CORSAGE BOUQUETS. Made up of assorted flowers and tied with ribbon, \$1, \$2, \$3 each.

ASPARAGUS PLUMOSUS. Sprays, 25c and 50c per dozen.

SPRENGERI Sprays, 25c and 50c per dozen. **SMILAX**. 35c per string of 4 to 5 feet; \$3.50 per dozen strings.

CHRYSANTHEMUMS. All the popular colors. Season October 15th to December 15th. Good flowers, \$3.00 per dozen; fancy, \$4 to \$5 per dozen; extra fancy, \$6 per dozen.

MARGUERITES. In season, 35 cents per dozen.

DUTCH HYACINTHS. January 15th to April 1st, 25c each, \$3.00 per dozen.

NARCISSUS. **Double and Single Yellow**. Season February 1 to April 10, \$1.50 and \$2 per dozen.

Paper White. Season December 15 to February 1, \$1.50 per dozen.



PRICES OF LOOSE ROSES AND CARNATIONS

Below we give a table showing about what you may expect to pay at the different seasons. These prices are for the very best stock. Our Roses are the finest that grow and will compare favorably with any other firm. We believe they are better value than you will secure elsewhere. Our Columbia and Premier are wonderful values—there are none better.

	Thanks-giving	Dec. 22 to Jan. 1st	Easter	June 1st to June 10th	June 10th to Nov. 1st
ROSES	Per Dozen	Per Dozen	Per Dozen	Per Dozen	Per Dozen
American, Columbia and Premier.					
Price varies according to season and length of stem. Dark Pink.....	\$3 to \$6	\$3 to \$8	\$3 to \$8	\$2 to \$5	\$2 to \$5
Angeles. Finest white.....	\$2 to \$3	\$2 to \$4	\$2 to \$4	\$1.50, \$2, \$3	\$1.50, \$2, \$3
Butterfly (Pinkish Yellow)	\$2 to \$3	\$2, \$3, \$4	\$2, \$3, \$4	\$1.50, \$2, \$3	\$1.50, \$2, \$3
Golden Ophelia , (yellow)	\$2 to \$3	\$2, \$3, \$4	\$2, \$3, \$4	\$1.50, \$2, \$3	\$1.50, \$2, \$3
Crusader and Templer (Red).....	\$2 to \$4	\$2, \$3, \$4	\$2, \$3, \$4	\$1.50, \$2, \$3	\$1.50, \$2, \$3
CARNATION		extra fancy \$5.00	extra fancy \$5.00	\$3 and \$4	
White, Light and Dark Pink, Scarlet and Variegated.					
Good grade, assorted colors....	\$1.50	\$2.00	\$2.00	\$1, \$1.50, \$2	\$1.00
Extra Fancy Selected	\$2.00	\$3.00	\$3.00	\$3.00	\$1.50
Best Red	\$2.00	\$3.00	\$2.00	\$2.00	\$1.50, \$2

For Decoration Day and Mother's Day Prices See Page 4

FOR PARTIES, RECEPTIONS AND BIRTHDAY GIFTS

Loose flowers in vases or baskets are most suitable for table or room decoration. A carnation or short stemmed rose for each person where trays are passed. Where guests are seated at tables, one rose or carnation each for the gentlemen, and for the ladies, two or more tied with dainty cord or ribbon.

PRICES OF BOUQUETS

Buttonhole. For gentlemen. Short roses, 10c each, \$1.00 per dozen; short carnations, 10c each, \$1.00 per dozen.

Boutonniere for ladies, small, 30 cents each, \$3 per dozen; larger, 60 cents each and \$1 each.

CORSAGE BOUQUETS

Large, made with shield and tied with ribbon, \$2, \$3 and \$5 each.

BASKETS

Filled with flowers, very suitable for gifts, weddings and receptions. \$1, \$2, \$3, \$5 and \$10.

CHIFFONS, RIBBONS AND CORDS

We carry a full line of different styles and colors.

Chiffons and Nettings. Plain, white, pink, Nile green, lavender, purple, six inches wide, 20c per yard; 4 inches wide, 15c per yard.

Chiffon Ribbon. Eight inches wide, very fine 30c per yard.

Ribbon. Different colors and widths, 10c, 15c, 20c, 30c and 40c per yard.

Cord with Tassels. Small, 5c each, 50c per dozen; larger, 10c each; \$1 per dozen.

DESIGNS FOR WEDDINGS

These are hung suspended on wall above bridal party.

Bells, \$8, \$10 and 12.

Bow and Arrow, \$7, 9.

Yoke, \$10.

Horseshoes, \$3, \$4 and \$5.

Lovers' Knot, \$8.

Bouquets, hand. No. 1 as illustrated, \$5, \$6 and \$8. No. 2 as illustrated, \$7, \$8, \$10 and \$15.

Wedding Rings, \$4, \$5, \$6.

White Tissue Paper Bells, 15c, 20c and 25c each.

For Patriotic Designs.
See Page 4.



Wedding Bouquet No. 1



Shower Bouquet No. 2

DESIGNS FOR FUNERALS

The use of flowers as a means of conveying sympathy is undisputed. The practical experience we have daily, in the making of various floral arrangements insures artistic as well as skillful ideas in making sprays, casket covers and funeral designs. Our aim is to fill your order as near as possible according to your wishes.

Below will be found approximately prices of all designs—any special designs will be made to order at reasonable prices.

Our New Cut Flower Catalog listing all designs separate will be sent on your request. This catalog is issued at a large expense and can only be sent on request.

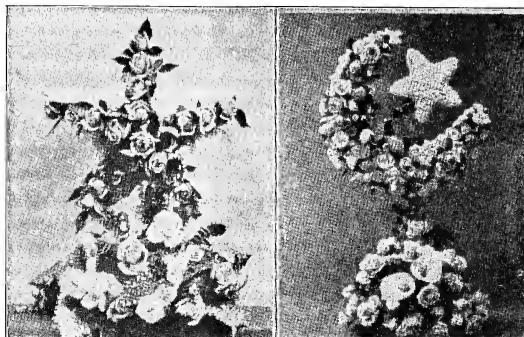
Measurement of Standing Designs Includes Height.

Anchor Flat. 12 to 24 inches, \$4.00 to \$12.00.	Cross Maltese. 12 to 24 inches, \$4.00 to \$12.00.	Gates Ajar. 18 to 36 inches, \$15.00 to \$30.00.
Anchor on Base. 15 to 36 inches high, \$5.00 to \$20.00.	Cross Casket. 15 to 25 inches, \$5.00 to \$12.00.	Harp on Stand. 15 to 36 inches, \$6.00 to \$25.00.
Anchor on Easel. 15 to 24 inches \$5.00 to \$15.00.	Cross and Sickle on Stand. 24 inches, \$10.00, \$15.00 and \$20.00.	Harp Flat. 12 to 24 inches, \$5.00 to \$10.00.
Anchor on Easel with Scroll. 24 to 30 inches, \$15.00 and \$20.00.	Casket Covers or blankets used for covering the entire casket or just the lower part of the casket. Price varies according to time of year and size of cover. Small for children, \$15, \$20, \$25; large for grown persons, \$30.00, \$40.00, \$50.00 and upward.	Heart Solid. 12 to 18 inches, \$5.00 to \$10.00.
Anchor Chained to Standing Cross. 24 to 36 inches high, \$20.00 to \$30.00.	Door Badge. \$2.00 and \$3.00.	Heart Open. 12 to 21 inches, \$5.00 to \$10.00.
Broken Column. 18 to 36 inches, \$10.00 to \$25.00.	Door Badge. Wreath, \$3.00, \$4.00 and \$5.00.	Lyre on Base. 15 to 36 inches, \$6.00 to \$25.00.
Broken Wheel. 16 to 36 inches \$8.00 to \$30.00.	Crescent. 12 to 21 inches, \$4.00 to \$10.00.	Shield. 12 to 24 inches, \$6.00 to \$15.00.
Bible. 18 to 24 inches, \$15.00 to \$25.00.	Crescent and Star, on Stand. 18 to 30 inches, \$8.00 to \$15.00.	Shield of Galyx or Magnolia, on easel with emblem \$7.50, \$10.00, \$12.00 and \$15.00.
Cross Flat. 12 to 36 inches, \$3.00 to \$20.00.	Door Badge. \$2.00, \$3.00 and \$4.00.	Scroll. 18 to 24 inches, \$10.00
Cross of Magnolia, Galyx or Boxwood. 12 to 36 inches \$3.00 to \$10.00. With flowers, \$2.00 extra.	Crescent. 12 to 21 inches, \$4.00 to \$10.00.	Wreath of Assorted Flowers, 10 to 30 inches, \$3.00 to \$20.00.
Crosses Standing. 18 to 36 inches, \$6.00 to \$30.00.	Crescent and Star, on Stand. 18 to 30 inches, \$8.00 to \$15.00.	Wreath Reclining on Easel with Palm Leaves, \$2.00 extra each size.
Lyre Flat. 12 to 24 inches, \$5.00 to \$12.00.	Broken Wreath on Base. 18 to 24 inches, \$8.00, \$10.00 and \$12.00.	
Ladder Reclining. 24 to 36 inches, \$8.00, \$10.00, and \$12.00.	Solid Wreath of Carnations with a Cluster of Roses. 15 to 24 inches, \$6.50, \$8.00, \$10.00 and \$15.00.	
Pillows. 13 to 36 inches, \$6.00 to \$30.00.	Wreath of All Roses or All Carnations. 12 to 30 inches, \$5.00 to \$20.00.	
Sickle. 12 to 24 inches, \$4.00 to \$7.50.	Wreath Reclining on Easel. 12 to 30 inches, \$5.00 to 30 inches, \$5.00 to \$20.00.	
Star Flat. 12 to 18 inches, \$5.00 to \$10.00, on base, \$2.00 extra.	Wreath of Boxwood on Easel with Flowers. 15 to \$18.00.	
Star and Crescent on Easel. 24 to 36 inches, \$10.00 to \$20.00.	Wreath on Stand with Dove. 18 to 36 inches, \$10.00 to \$25.00.	
Star and Crescent on Base. 18 to 30 inches, \$8.00 to \$15.00.	Wreath Crescent Shape, price same as standard wreaths.	
Sheaf of Wheat. \$1.00, \$1.50, \$2.00 and \$3.00. with flowers, \$2.00 to \$5.00 extra.	Wreath of Palm Leaves, \$5.00 to \$10.00.	
Sickle on Easel with Sheaf of Wheat and Palm inches high, \$18.00, \$20.00 and \$25.00.	Wreath of Ivy Leaves, Galyx or Magnolia, leaves with Cluster Flowers, 12 to 30 inches, \$4.00 to \$15.00.	
Sheaf on Base standing with Sickle. 24 to 36 Leaves, 24 to 30 inches, \$12.00 and \$15.00.	Wreath of Everlasting and Magnolia Leaves are very suitable for funerals, for Easter, Christmas Decoration, and Armistice Days. We make these up with the finest stock and they are very beautiful and lasting and can be sent long distances safely by mail, \$3.00, \$4.00, \$5.00, \$7.00 and \$10.00.	
Sickle and Sheaf on Panel of Magnolia or Galyx, 24 to 36 inches, \$12.00 and \$20.00.		
Wreath on Easel. \$8.00, \$10.00, \$12.00 and \$18.00.		

(Send for special list of Everlasting Wreaths)

LODGE DESIGNS

Our Lodge designs are made right both as to arrangement of colors and form. We ask you to compare our work with that of any other firm.



Standing Star

A. O. U. W. 21 and 24 inch, \$8 and \$10.
Epworth League. 12 to 21 inch, \$5.00 to \$10.00.

Knights of Pythias Triangle. 12 to 30 inches, \$5.00 to \$15.00.

K. of P. on Easel With Panel, \$4.00 extra.

Knights Templar, Maltese Cross with cross and crown, \$25.00.

K. T. Cross and Crown, see cross and crown.
Maltese Cross, see maltese cross.

Order of Eastern Star, 12 to 24 inches, \$5.00 to \$12.00.

With Magnolia Wreath, \$3.00 extra.

Daughters of Rebekah, Crescent and Seven Stars, 12 to 24 inches, \$5.00 to \$12.00.

Pythian Sisters, \$7.00, \$10.00.

Royal Arcanum, crown, \$5.00 and \$7.00.

Elks Dial, 21 to 24 inches, \$12.00 to \$15.00.

Star and Crescent

G. A. R. Shield, 15 to 21 inches, \$6.00, \$8.00 and \$10.00.

G. A. R. Wreath, 12 to 21 inches, \$4.00 to \$8.00.

L. O. T. M., 15 to 18 inches, \$7.50 and \$10. Shriners, Crescent and Star with Sword, 24 and 30 inches, \$15.00 and \$20.00.

Odd Fellows, 15 to 30 inches, \$5.00 to \$12.00.

Masonic, Square and Compass, 12 to 24 inches, \$5.00 to \$12.00.

Masonic On Easel with Palm leaves, \$2.00 additional.

M. W. A., Axe and Beetle on Shield, 16 to 24 inches, \$8.00, \$10.00 and \$12.00.

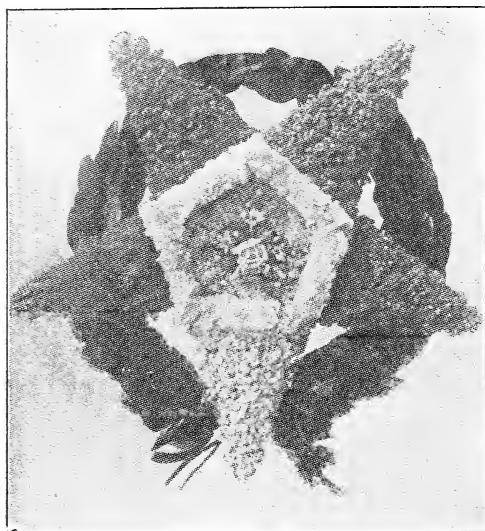
M. W. A., Leaf with M. W. A. and Axe and Beetle, 12 to 18 inches, \$5.00 to \$10.00.

Other Lodge Designs made to order at reasonable prices; if mounted on easel with Palm Leaves, \$2.00 extra.



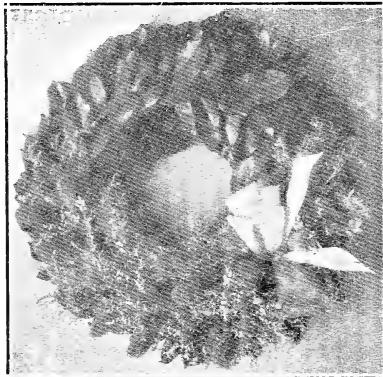
Double Spray Roses

MEMORIAL WREATHS, ETC.



Order Eastern Star on Wreath.

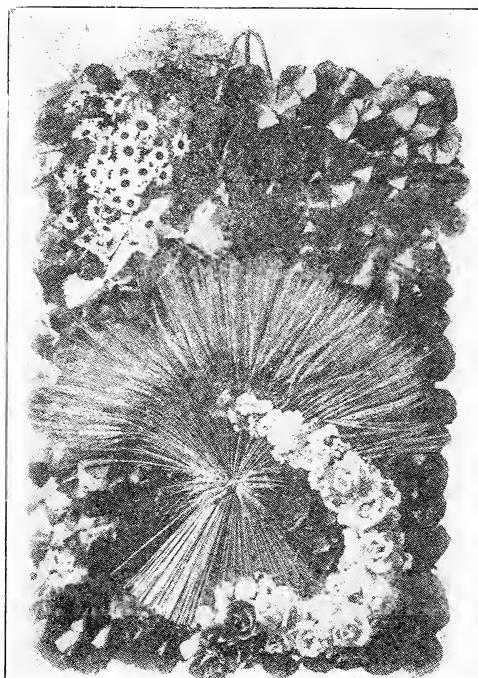
- No. 1. Green Lacapodium, Cycas leaves statica and cones. 16 inch, \$4.00; 18 inch, \$5.00.
- No. 2. Green Magnolia with clusters cycas, pink statica, green fibre ribbon. 16 inch, \$5.00; 18 inch \$5.00.
- No. 3. Brown Magnolia, leaves lavender statica and orchids. 16 inch \$4.00; 18 inch \$5.00.
- No. 4. Plain wreath of Magnolia leaves. 12 inch, \$2.00; 15 inch, \$3.00; 18 inch, \$4.00.
- No. 5. Brown Magnolia leaves cycas, statica with pods and cones. 16 inch, \$4.00; 18 inch, \$5.00.
- No. 6. Oak leaves, pine cones and statica, red fibre ribbon. 16 inch, \$4.00; 18 inch, \$5.00.
- No. 7. Magnolia with three Palm leaves, lavender and white statica, pink bow and pine cones. 16 inch, \$4.00; 18 inch, \$5.00.
- No. 8. Lacapodium, statica and small pink flowers and pink bow. 10 inch, \$2.50; 12 inch, \$4.00.
- No. 9. Laurel leaves, pink and lavender statica, purple bow. 12 inch, \$3.00; 14 inch, \$4.00.
- No. 10. Cluster of Palm leaves tied with ribbon. \$2.00, \$3.00, \$4.00, \$5.00.
- No. 11. Fancy Lotus Wreath, oak leaves with lotus heads, cycas, ferns and statica. 16 inch, \$6.00; 18 inch, \$8.00.
- No. 12. Cross, green lacapodium with cycas leaves and bow of fibre ribbon. 20 inch, \$4.00; 24 inch, \$5.00.
- No. 13. Christmas baskets filled with Ruskes, evergreen, artificial holly, etc., \$1.00, \$1.50, \$2.00 and \$3.00 each.



Wreath of Magnolia Decorated.

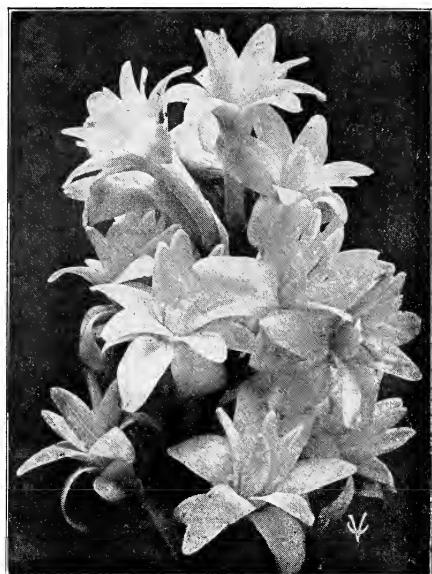
Wreaths, cross, etc., made up of prepared leaves and flowers (not artificial) are most suitable to lay on graves for Armistice Day, Christmas, Easter, Mother's Day and Decoration Day. These will last a long time out in the weather. Can be sent long distances safely and are beautiful in form and finish.

We also use many for funerals as they are very suitable especially for elderly people as they can be laid on the grave afterward and stay beautiful many weeks.



Sickle on Easel. See Page 7.

SUMMER FLOWERING BULBS



Tuberose

AMARYLLIS (King Lily)

Very popular for house culture and easily grown
New Hybrids, very large flowers, 70c each.

APIOS TUBEROSA

An elegant climbing plant, growing from 8 to 10 feet high, bearing large clusters of brownish purple, sweet-scented flowers in July. Perfectly hardy. 10c.

GLOXINIAS

Can supply this year assorted colors only; California grown. 30c each; 4 for \$1.00. After April 15th, pot grown plants only 40c each.

TUBEROUS ROOTED BEGONIAS

Unexcelled for summer bedding, such as lawn beds and borders. They will thrive best in partial shade.

Single Mixed Colors. 20 cents each, 3 for 50 cents.

Double Mixed Colors. 25 cents each, 5 for \$1.00.

GIANT ISMENE

Flowers are large, like an Amaryllis, of novel form, snowy white, exceedingly fragrant. 20 cents each, 60 cents for 3.

ZEPHYRANTHES OR ZEPHYR FLOWER

Dwarf bulgous plants, with flowers in great profusion during the summer and fall.

Candida. Large, pure white flowers in the fall. 8 cents each, 25 cents for 4.

Rosea. 15c each, 2 for 25c.

On all small orders to go by mail add 10 per cent for postage.

NOTICE: If your order is to be sent by mail add 10 per cent for postage.

FANCY-LEAVED CALADIUMS

Valued for the gorgeous coloring and marking of leaves. 30c each.

CALADIUM ESCULENTUM

(Elephant's Ears)

One of the most effective plants in cultivation for planting upon the lawn, growing 5 feet with handsome leaves often 3 feet long and 20 inches wide. It will grow in any good garden soil and is of easiest culture. Can be stored in sand in any warm place during the winter. Fine bulb, with live center shoots. Select size bulbs, 2 1-2 to 3 inches in diameter, 10 inches each, \$1.00 dozen. Large bulbs, 3 to 4 inches in diameter, 15 cents each, 45c for 3, \$1.50 per dozen. Mammoth sized, beautiful bulbs, 35c each, \$1.00 for 4, \$3.00 per dozen.

MADERIA VINE

A beautiful, rapid-growing climber, bearing racemes of fragrant white flowers, 6 cents each, 60 cents per dozen.

SUMMER-FLOWERING OXALIS

10 cents per dozen, 20 cents for 25.

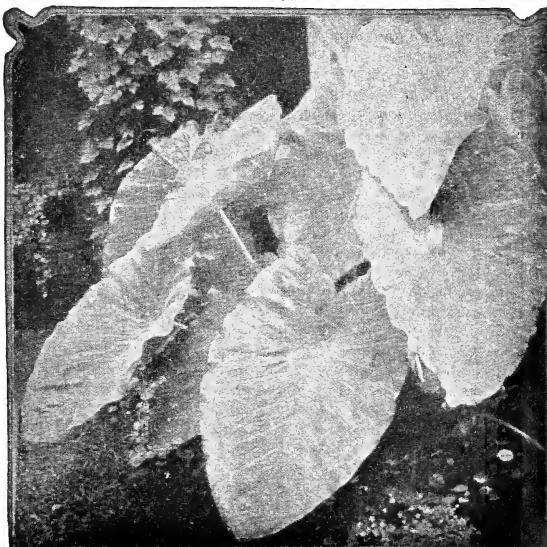
HYACINTHUS CANDICANS

Large, yucca-like leaves growing as high as 4 feet, producing racemes of long, funnel-shaped pendulous flowers, 6 cents each, 25 cents for 5.

CALLAS

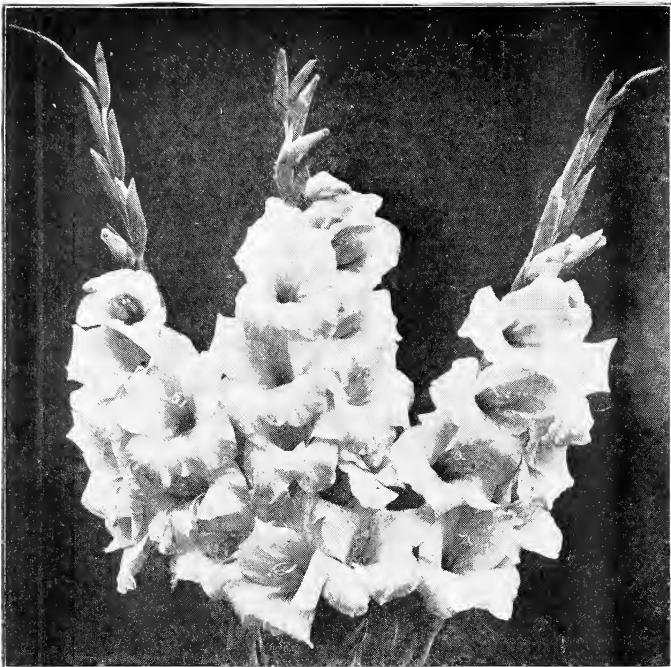
Elliottiana. Flowers are of a rich golden yellow, foliage is the same as that of the Spotted Calla—deep green with white spots. 50 cents each.

Spotted Leaf. Similar to the well-known White Calla, but having its foliage marked and dotted with numerous white spots. The flowers are pure white with dark throat. 15 cents each, \$1.50 per dozen. Large size, 25c each.



Caladium Esculentum

GLADIOLI—The Most Popular Summering Flowering Bulb



TUBEROSE

Pearl. Universal favorite, the pure white waxy flowers and sweetness recommend it to all. It is so easily grown that it should be in every garden. First size bulbs, 25 cents for 3; 75 cents per dozen. Second size bulbs, all flowering, 20 cents for 3; 60 cents per dozen.

Armstrong Everblooming. A greatly improved single, the habit is such that it continues throwing up blooming stems through the season. 7 cents each, 25 cents for 4.

HARDY LILIES (For Spring Delivery)

Auratum, the gold banded lily of Japan, 40c.

Album. Pure white, with beautiful recurved petals.

Rubrum. White, with deep, rosy or crimson band on each petal, with deeper colored spots between.

Superbum. Bright orange red spotted purple, grows very strong and tall.

Price of above Hardy Lilies, 30 cents each, 4 for \$1.00 (except noted).

GLADIOLIUS SEPARATE COLORS

Red and Scarlet, 5 cents each, 50 cents per dozen.

Pink. 5 cents each, 50 cents per dozen.

Yellow. 7 cents each, 50 cents per dozen.

Striped. 5 cents each, 50 cents per dozen.

White and Light. 5 cents each, 50 cents per dozen.

You are sure of fine flowers if you plant Gladiolus, the most attractive of all summer flowering bulbs. They need only a little culture to keep the weeds down; will grow in any good soil and with ordinary rainfall seldom fail to flower.

The best time to plant is about the first of May, but they may be planted by the 20th of April in the Central States. A succession of bloom may be had from July to October by making planting ten days apart.

GIANT OR LARGE FLOWERING TYPE

This list is a selection of the very best varieties that grow. **Halley.** Salmon pink, very early, 6c each, 65 cents a dozen.

Mrs. Francis King. Very vigorous in growth, color light scarlet, of very pleasing shade, which attracts attention at once. Flowers of very large size, 6 cents each, 6 for 30 cents, 12 for 50c.

America. The finest pink Gladiolus yet introduced, of large size, color, a delicate lavender pink, tinted white, 5 cents each, 6 for 25c.

Baron Hulet. Finest Blue. 12 cents each.

Peace. White feathered lilac. 10c each.

Schwanban. Best yellow, 10 cents each, 6 for 50 cents.

Chicago White. Extra strong growers; pure white with faint lavender streak in lower petals. Very early. 6 cents each, 5 for 25 cents, 10 for 50 cents.

Jessie. Rich velvety red. 15 cents each.

Panama. Deeper pink than America. A grand early variety. 10 cents each.

Niagara. Rich cream and canary yellow. Heavy spike. 10 cents each.

Mrs. Frank Pendleton. Delicate flushed salmon pink, maroon blotch on three lower petals. 10 cents each.

Alice Tiplady. Orange salmon primulus. 15c.

War. Rich blood red, of largest size. A leader among the reds. 15 cents each, 4 for 50 cents.

Augusta. Pure white, blue anthers, 5 cents each. 5 for 25 cents.

Brenchlyensis. Intense scarlet, 6 cents each, 5 for 25 cents.

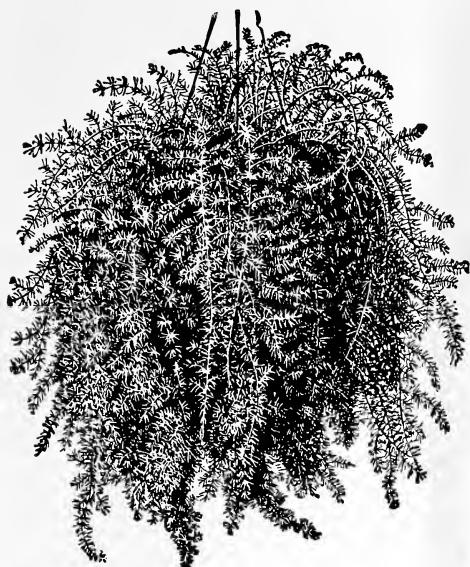
SPECIAL OFFER GLADIOLUS

One each of 10 named varieties, our selections, 50 cents.

All Colors Mixed. First size, 40 cents per dozen, \$3.00 per 100 postpaid; second size, good flowering bulbs, 30 cents per dozen \$2.25 per 100, postpaid.

SPECIAL MIXTURE—Our special mixture of named varieties, made up of the very best cut flower varieties in finest assortment, 50 cents per dozen. \$3.50 per 100. (This mixture will give you satisfaction).

General List of Flowering and Ornamental Plants



Asparagus Sprengeri

ASPARAGUS SPRENGERI

A grand trailing plant, especially useful to grow as a pot plant for house decoration or for planting in hanging baskets or window boxes, where it makes a graceful drooping plant with branches or fronds 4 or 5 feet in length, of a rich shade of green; valuable for cutting, or decorating, as it retains its freshness for weeks after being cut. 15 cents each, 50 cents for 4 large plants, by express, 25 cents, 30 cents and 40 cents each. \$2.50 and \$4.00 per dozen.

ASPARAGUS PLUMOSA

The stem is tufted, slender and gracefully arching. From the upper portions of the branch, which are finer than the fronds of the most delicate fern, spread in all directions. The whole plant is of bright, cheerful green, and one of the most distinct and effective decorative plants, of easy culture, thriving best in full light, but not direct sun. After the plants become large, they throw large tendrils, 4 to 6 feet long, which are beautiful for decoration. 15 cents each, 4 for 50 cents; large size, 20, 30 and 50 cents.

ABUTILONS (Several Varieties)

10 cents to 25 cents each.

Abutilons Trailing. 15 cents each, 4 for 50 cents.

ACALPHA

Yellow and bronze and red varieties, 10 cents each, \$1.00 per dozen.

AGERATUM

Blue and white varieties, 5 cents each, 50 cents per dozen.

ALYSSUM

Double sweet, 60 cents per dozen, \$4 per 100.

ALTERNANTHAS (Jacob's Coat)

Yellow and red varieties, 60 cents per dozen, \$4.00 per 100.

BEGONIA SHRUBBERY

We have a beautiful lot of finest flowering varieties. Choice plants, 25 cents each, 5 varieties for \$1.00.

REX BEGONIAS

The high coloring and exquisite markings of Rex Begonias make them invaluable as decorative plants for house culture; are excellent for baskets and vases if given plenty of moisture and not exposed to the full sun. 4 inch pots, 35 cents.

CALLAS

Dwarf Calla, the Godfrey. It far surpasses the common variety in freedom of bloom. Snow white and of perfect form. Blooming size, 25 cents each; large plants, 50 cents each.

Aethiopica or common calla. Excellent house-plant, requiring an abundance of water during its growing season. Strong plants, 20 cents, 30 cents and 50 cents each, according to size.

CUPHEA TRICOLOR (Ladies Cigar Flower) 15 Cents.

CENTUREA

Gymnocarpa (Dusty Miller). Fine for edging beds, 10c each, 75c a dozen, \$4.50 per 100.

CROTONS

Crotons are among the finest decorative plants. The leaves are more or less veined and margined and sometimes entirely variegated with shades of yellow, orange and crimson. They like heat, sunshine and moisture. Large size 40 and 60 cents each.

Coleus

Every lover of foliage should have a bed or border of these. They are fine for edging or massed by themselves. The Coleus will give more pleasure at less cost than any other plant. Very tender, and therefore should not be planted until all danger of frost is past.

The number of varieties is so large and varied that we only attempt to describe the standard bedding varieties.

Anna Pfister. Pointed leaves with deep scalloped edges. Bright yellow and green. Dwarf.

Blackbird. Leaves and stems almost jet black with fringed edges.

Beckwith's Gem. Four shades of color, center maroon, bordered red; edge green and yellow.

Golden Bedder. Yellow. This is the best Coleus for bedding; deep gold in the sun; dwarf.

Mrs. F. Sander. Large, creamy white center, bordered with green; blotched crimson.

Firebrand. Flaming red; fine bedder.

Golden Verschafelti. Upper side of leaf rich yellow, reverse tinted red. A splendid bedder.

John Good. Extra strong grower; leaves light.

Mrs. Carolin Beck. Yellow and green; improved Snowcrest.

Verschafelti. The oldest, still one of the best, rich velvety crimson.

Brilliancey. The finest Giant Coleus ever offered. Bright carmine shading to deep maroon margin of leaf yellow and green; 10 cents each; large size, 25 and 50 cents.

PRICE OF COLEUS

(Except Noted)

10 cents each, 4 for 25 cents, 12 for 75 cents. Our selection, 5 cents each, 50 cents per dozen, \$3.50 per hundred. After June 10th, \$2.50 per 100.



A Bed of Cannas Bordered With Coleus

CANNAS

No bedding plant equal to the Cannas; are easily grown, and attain large size in ordinary soil. Plant in good, rich garden soil, about the end of May, when all danger of frost is past. Water sparingly for first two weeks after planting. Set the plants 18 inches apart each way, and where more than one kind is used, be careful to set the dwarf growing varieties at outside of bed. Should be taken up in the fall when the tops are killed by frost, and stored away in a dark, cool place. Our stock is very large, numbers many thousands, and all true to name, each variety being the best of its kind.

Many of our customers, appreciating the decorative value of the plant, and aware of its value in producing rich effects in the lawn or garden, want Canna beds, but are undecided as to what varieties should be included. For such we have prepared the following selections. These will be a great advantage to you in obtaining the result you desire.

For a round bed, 7 feet across, take 19 plants—19 plants of our selection, \$3.00.

For a round bed, 7 feet across, take 27 plants, four varieties—37 plants our selection \$5.50.

For a rectangular bed, 5x8 feet, 25 plants, three varieties—our selection, \$3.75.

For oblong bed, 5x8 feet, 24 plants, three varieties—\$3.75.

For a round bed, 13 feet across, 61 plants, 6 varieties, strong plants, our selection, for \$9.50.

The above prices on Canna beds are by express at purchaser's expense.

PRICE LIST OF CANNAS—Standard Varieties.

Notice: This price is for started plants growing in pots ready May 10th. Purchaser's selection, small plants, 15 cents each, 12 for \$1.50, 25 for \$2.25. Our selection—small plants, 12 for \$1.00; 25 for \$2.00; 50 for \$4.00. Purchaser's selection, second size, 25 cents each, 12 for \$2.50, 25 for \$4.75.

WHITE VARIETY

Eureka. The best of its color, creamy white, dwarf habit, 20 cents each, 3 for 50c.

PINK FLOWERING VARIETIES

Hungaria. Soft, rosy carmine or pink, flowers in large, compactly filled trusses.

CRIMSON AND SCARLET SHADES WITH GREEN FOLIAGE

The President. Rich glowing scarlet, immense rounded flowers, medium height.

Chas. Henderson. Deep crimson, yellow throat.

Crimson Bedder. Dwarf habit, dark scarlet.

Firebird. A remarkable dwarf variety, perfectly formed flower, brilliant cardinal red.

BRONZE FOLIAGE VARIETIES

King Humbert. Of dwarf, sturdy habit, large leathery leaves. Flowers orange scarlet of large size.

Ambassador. Bronze foliage, flower brilliant red. Stands well above the foliage.

GILT EDGE VARIETIES

Mad. Crosy. Dwarf habit, crimson; scarlet border, golden yellow.

YELLOW FLOWERING

Panama. Dwarf habit. Flowers large, rich chestnut orange, bordered deep yellow.

Florence Vaughan. Golden yellow; spotted scarlet.

Yellow King Humbert. Yellow, dotted red and has green foliage.

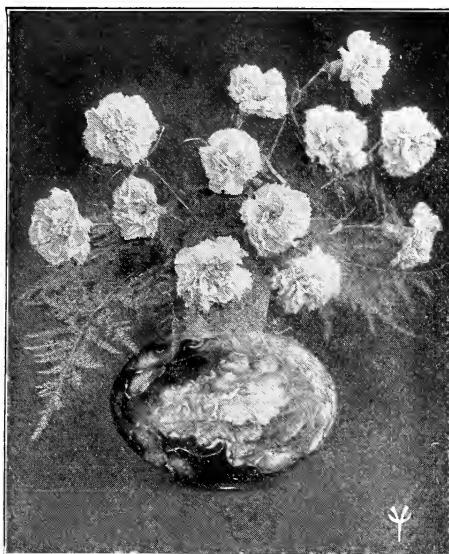
GIANT ORCHID-FLOWERING CANNAS

A distant race of Cannas, noted for the immense size of their orchid-like flowers, often 5 to 7 inches across.

Louisiana. 6 feet. Very large, beautiful vivid scarlet orchid-like flower, often measuring 5 to 6 inches across. Foliage a glossy green.

Burbank. Large yellow, sometimes flaked maroon.

Wyoming. Bronze foliage, large flowers, golden orange.



CARNATIONS

Plant in the open ground as soon as the ground can be worked in the spring. If wanted to flower during the summer and fall, as soon as the flower shoots appear, tie to small stakes; if wanted for winter blooming, the flower shoots should be pinched off until about the middle of August; by that time they will have made very strong, bushy plants. Take up and pot before September first and keep shaded and close for a few days, when they will be ready for removal to the conservatory or window, where they are to flower.

Our collection contains the best varieties grown.

Enchantress. A splendid light pink, deepening toward center; far superior to any light pink.

Aviator. Medium size, intense bright scarlet, very prolific bloomer.

Matchless. Fringed white, Dwarf, sturdy grower. Very fragrant.

Nebraska. Largest size, clear dark scarlet. Good grower and bloomer.

Laddie. Of excellent size Clear glistening pink. 15 cents each.

Mrs. C. W. Ward. Dark clear pink. Fine.

Rose Pink Enchantress. Clear, glistening pink.

Thos. Joy. Strong grower, fine clear white.

Maine Sunshine. Clear light yellow, fine, 25c.

Red Matchless. Dwarf habit flower, very large dark red.

Happy Day. Clear growing scarlet upright habit.

Lassie. Dark glowing pink, dwarf habit, very prolific.

Benora. Clear white, pencilled and flaked scarlet. The best of its class.

Harvester. Tall grower. One of the best whites.

Price of Small Plants. For growing for next winter's bloom, 10 cents each; \$1 for 12; large size plants in fall, 25 cents each, 5 for \$1.00.

SPECIAL OFFER

One each of 12 best varieties for \$1.00 including several late introductions.

CARNATIONS FOR SUMMER BLOOM

This year we shall have a fine stock of plants, suitable for outdoor summer bloom, of best varieties suitable for that purpose. State varieties wanted. 20 cents each, 3 for 50 cents. This does not include the new varieties.

AMERICAN WONDER LEMON

25 cents each; large size 50 cents.

OTAHEITE ORANGE

25 cents and 50 cents.

MARGUERITE OR PARIS DAISY

Always in demand because of the many uses to which they are adapted. One of the most satisfactory plants in cultivation, being easily grown.

Chicago White. Of large size; exceptionally free bloomer. 25 cents each; large, 50 cents.

Queen Alexandria. Is the only large-flowering pure white Daisy, with double, semi-double and single flowers on a single plant at one time. Flowers averaging 2 1-2 to 3 inches in diameter. 25 cents each; large size 40 cents and 50 cents.

Yellow Marguerite. (Queen Belgiums.) 15 cents each. Large size, 25c and 50c each.

Small White Variety. Very free bloomer. 15c 35c and 50c each.

TRADESCANTIA (Wandering Jew)

Fine for hanging-baskets, vases, etc. Easily grown if given plenty of water.

Multicolor. Foliage brightly marked and striped white, pink, bronze. 10 cents each.

Sopena Vittata. Leaves bright green, striped with creamy white. 10 cents each.

ENGLISH DAISY

Beautiful little border plants, which bloom through the summer when planted in a shady situation.

Double Pink and Double White. 5 cents each, 50 cents per dozen.

DRACAENA INDIVISA

Beautiful window and greenhouse plants, thriving in a warm, dry room. Should have their leaves sponged off once or twice a week. For general decorative purposes, this is one of the best plants we know. It is of graceful habit and an exceedingly rapid grower and is not affected by the sunshine, drought or storm. It forms a palm-like tree and does equally well either indoors or in the open ground; is especially suited for center vases, baskets and window boxes. Small size 25 cents; larger size, 50 cents and 75 cents each.

Dracaena Terminillis. Broad ribbon-like leaves, of richest shades and colors, enjoys heat and sun, suitable for vases, baskets and boxes. 50 cents and \$1 each.

FORGET-ME-NOT (Mysotis)

These quaint, neat, low-growing plants love cool, moist soil, and, like pansies, bloom most freely in fall and early spring, producing star-like, light blue flowers. 10 cents each, 75 cents per dozen.

FEVERFIEW

One of our finest bedding and vase plants, giving an abundance of double white flowers, one inch across. 10 cents, 20 cents and 30 cents each, \$1, \$2, \$3 and \$5 per dozen, according to size.

CHRYSANTHEMUMS



The Chrysanthemum is, without doubt, the queen of autumn flowers. Their large blossoms of every character and form attract the attention of all who are interested in flowers. We are continually adding new varieties to our large stock, and offer the cream of the best standard sorts of fine, well-grown plants.

Full directions for growing will accompany each shipment.

EARLIEST VARIETIES

Golden Glow. The earliest yellow variety.

Smith's Advance. The earliest large white.

Chrysolara. Early; deep, yellow, fine.

Marigold. A grand early yellow, heavy grower.

Smith's Sublime. The best early pink.

October Queen. Pure white, very large.

Alice Day. Small, compact flower; pure white.

Tints of Gold. Bronze and yellow compact.

Golden Queen. An improved Golden Glow.

MIDSEASON VARIETIES

Roman Gold. Incurved, deep golden yellow.

Richmond. Large, incurved, clear, yellow.

Celebration. A golden Eaton.

Allee Byron. Incurved white, dwarf habit.

White Chieftain. Of large size, incurved.

Chieftan. The loveliest pink of them all.

Patty. Light pink, Japanese in form; dwarf.

Chas. Razier. Tall grower; pure white.

Harvard. Very dark crimson.

LATE VARIETIES

December Queen. Ball-shaped Japanese white.

Mrs. E. A. Seidweitz. Incurving, deep pink.

Whittier. Golden yellow, wonderful finish.

Loyalty. Incurved, light yellow of large size.

Golden Mistletoe. Incurved, golden yellow.

Victory. Late, of largest size, clear white.

Mistletoe. Light pink, turning almost white.

White Mrs. Seidweitz. Incurved, pure white.

Midnight Sun. Dark yellow, strong grower.

Nagoya. Bronze yellow, solid flower.

W. H. Chadwick. A large, Japanese white.

CAP VARIETIES

Lilac Cap. **Purple Cap.** **Bronze Red Cap.**
White Cap.

Especially suitable for pot culture, as they grow dwarf and bushy; flowers double and good size.

POMPONES AND ANEMONES

The variety of Pompones are now so varied both as to time of flowering and color and size that they are rapidly taking the lead with the amateur.

Are very easily grown, require only good pinching back early and the large variety of color and form make them prized very much by the amateur grower. They are practically all hardy, but will not often bloom outside in this locality.

Sunshine. A beautiful new yellow Anemone, several rows of petals, late.

Golden Menza. Large single, yellow.

White Menza. Large single, white.

Bronze Menza. Clear bronze, single.

Bronze Doty. Dark bronze, good size flower.

Lillian Doty. Very full round flower. Clear white, sometimes changing to pink.

Crawford Pink. Semi-double, fine pink.

Juliana. Early, very double, light yellow.

Mrs. Beau. Late bronze with yellow center.

Golden Lida Thomas. Late, clear yellow.

Hilda Canning. Late, bronze red, fine habit.

Pink Lillian Doty. Same as the white except in color. Early.

Firebird. Best early red.

Bessie Flight. Late bronze, semi-double.

Button Rose. Deep rose. Very small.

Primrose. Anemone, well built flower, very double; dwarf habit.

Dusky Maid. A very large, late semi-double bronze. Very fine.

November Gold. Of large size and fine habit. Large clear light yellow.

December Gold. One of the latest of the pompones. Deep golden yellow, solid flower.

Mrs. G. W. Wickersham. One of the best large midseason white.

Chicago Pearl. Large, late white.

Mrs. Trickler. Very early, bright yellow.

Godfrey's Perfection. Late, white anemone flowered, fine for pot plants.

Jack Bannister. Very early, bronze red—large size.

Maid of Kent. Small, very double, pure white. late.

SPECIAL OFFER OF POMPONES

Our collection is so large; (we have many varieties not listed), we offer 15 distinct varieties for \$1.00, 32 for \$2.00.

PRICES OF ALL CHRYSANTHEMUMS

(Except Noted)

Small plant in spring, 10 cents each, \$1 per dozen. Or selections, 15 for \$1.00, \$6 per 100. Large size in the fall, 50 cents, \$1.00 and \$1.50 each.

FICUS ELASTICA

(India Rubber Plant)

This has become a general favorite as a house plant because the large shining green leaves endure the dry air of a living room as well or better than any other part. \$1 each; \$1.50 each, \$2.00 each.

**FUCHSIA (Single)**

Spectosa. Very early bloomer. Tube and petals light rose.

Charming. Corolla pink; sepals purple. Early and free.

Black Prince. Sepals bright carmine, corolla light rose.

FUCHSIA (Double)

Jupiter. Sepals rich scarlet, corolla rich royal purple.

Mrs. E. G. Hill. Corolla clear white, strong grower.

Price 15 cents each; 4 for 50c; larger size, 25 cents each.

HELIOTROPE

Universal favorites on account of their delightful fragrance. They flower equally well as bedding plants in summer or pot plants in winter.

L. D. Opale. Lilac, with white eye.

The Queen. Dwarf habit; flower royal purple, with distinct white center.

Snow Wreath. The nearest approach to snow white we have in the Heliotrope.

Price of Heliotropes; small plants, 15 cents each, 4 for 50 cents; larger plants, 25 cents each.

**Boston Fern****FERNS**

Dwarf Boston Fern. Teddy, Jr. A dwarf type, of the Roosevelt, fronds broad and beautifully tapered and are of wavy appearance. A beautiful fern and well worthy of trial. 25 cents, 50 cents, \$1.00 each.

Ostrich Plume Fern. (Whitmani). Unquestionably the most valuable type yet introduced. Of compact habit, the pinnae are deeply divided, giving the plant a very graceful appearance. Small plants, 25 and 50 cents each; strong, 5 inch pot plants, \$1 each; extra fancy specimens, \$1.50, \$2.00 and \$3.00.

Boston Fern. The most popular house plant in cultivation. In well known specimens, the fronds attain a length of 6 or 7 feet, like plumes arching over in a most graceful manner. A very fine plant for hanging pots or baskets or window boxes in the summer, and conservatory in the winter. First size, 15 cents each, 50 cents for 4; second size, 25 cents each, \$1 for 5; third size, 50 cents each; fourth size, \$1.00 each. Beautiful specimens, \$2, \$3 and \$4 each.

Dwarf Fern. (Scotti). Of more dwarf and bushy growth than the preceding. Fronds droop more gracefully and are not so long and coarse and the leaves are more crinkled. A rapid and easy grower, 25 cents, 50 cents and \$1 each.

Giant Boston Ferns, Roosevelt. Is a stronger grower than the Boston fern—long, heavy leaves, having a wavy appearance. Strong plants, 25 cents and 50 cents each; 5-inch pot plants, \$1.50.

Nephrolepis Schlozil. Very dwarf crested variety of Whitmani variety of Sword Fern. 25 cents, 50 cents and \$1.00.

Adiantum Cuneatum. The popular fine foliage Maiden Hair, 25 and 50 cents.

Holly Fern. A compact growing heavy leaved fern of beautiful form and habit. 25c, 50c and \$1.00 each.

FERNS FOR DISHES AND THE HOUSE

We have a good stock of the best growing varieties suitable for fern dishes and single pots in the home in the best of the easily grown varieties. Small plants suitable for fern dishes, 15 cents each, 4 for 50 cents, 9 for \$1; larger size for specimen plants, 25c and 50c each.

FERN DISHES. Several kinds, both in glazed and Rockwood ware, 75c, \$1 and \$1.50 each.

HARDY FERN

They do best in a partially shaded situation, as on the north side of a house. Ready in May.

Tall Growing Brakes. 30 cents each, \$3.00 per dozen.

JAPAN AIR PLANT. Similar to a very fine feathery fern; very odd; live without water or soil; should be hung up in a little vase. 25 cents each.

WIRE BASKETS. For Sword Ferns and for porch use, 35c, 50c and 75c each.

Moss for lining same, 35 cents per basket.

JARDINIERES. We carry a splendid assortment of fancy kinds, 50c, 75c and \$1. 12 to 16 inches across, \$2 and \$2.50 each.

Jardinieres on Pedestal. A beautiful work of art, \$8 and \$12 each.

GERANIUMS



A Bed of Flowering Geraniums Bordered With
Mad. Salleroi.

18 Geraniums from 4-inch Pots and 24 Geraniums Mad. Salleroi, for \$5.50 by express.

In ordering state variety wanted. They should be all one variety for effect.

The Geranium is the most popular plant for bedding purposes, and deservedly so, as they continue to bloom profusely in the hot summer months when other plants are scorched by sun and dry weather. The new double varieties bloom as freely as the single and make as fine bedders, being more durable.

Our list of flowering Geraniums will be found very large and complete. We have taken great care in selecting the different varieties showing distinct characteristics of their own.

The varieties listed are the best bedding varieties on the market today. They are the best there is for basket, window box and for bedding outside.

**HOW TO HAVE A GOOD BED OF
GERANIUMS**

Plant in medium soil, not too much sand or manure. See that they are in a bright, sunny

place. After they once become established do not overwater as this will have a tendency to make them go to leaf growth; when weather becomes very hot a light mulch is beneficial. Always keep soil around plants stirred to a depth of at least one inch. Keep plants free from all old flowers and leaves and if any of the plants become ungainly, pinch off ends of long shoots.

SPECIAL NOTICE—have your Geraniums shipped by express—it takes a long time for them to get over mailing.

SCENTED GERANIUMS

Exceedingly useful on account of their fragrant foliage.

Variegated Leaf. Sweet scented. 20 cents each.

Skeleton Leaf Rose. 25 cents.

Large Green Leaf. Sweet scented. 15c and 25c each.

Dale Park Beauty. Flowers similar to a Pansy Geranium. Deep lilac color; foliage fragrant. 25 cents each.

BORDER GERANIUM

Madam Salleroi. Leaves from 1 to 2 inches in diameter; plant is quite dwarf, growing in dense, round masses quite rapidly. Leaves green with margins of pure white; valuable for baskets, vases and for second rows in bedding designs, 10 cents each. 25 cents for 3; \$1 for 12; \$6 for 100.

**VARIEGATED SILVER
LEAF VARIETIES**

Madame Pollock. Green disc, bronze zone, edged silver, 30 cents.

Happy Thought. Variegated green bronze white foliage; bright red flowers. 20 cents each.

IVY-LEAVED GERANIUMS

There are the grandest of all house plants, or for baskets or vases. They can be grown to droop or climb, as desired.

H. Glacomelli. Semi-double; color is a beautiful light rose, blotched crimson upper petals.

Joan d'Arc. Perfectly double; flowers white.

Madam Thibut. Beautiful rose pink, very large trusses.

Price of Ivy Geraniums. Small plants, 15 cents each, 4 for 50 cents; large plants, 25 and 35 cents.

BEST STANDARD SINGLE VARIETIES

Mrs. J. M. Gaar. Single pure white.

Mrs. E G. Hill. Salmon pink, very good bedder.

Telegraph. The foliage is dark green with heavy zone; flowers reddish deep orange.

Clifton. Intense scarlet. Free bloomer.

Granville. Deep rosy pink.

(Continued on Page 17.)

GERANIUMS (Continued)

The following are the best varieties on the market today. They are the best there is for basket, window box and for bedding outside.

BEST STANDARD DOUBLE VARIETIES

Jean Vaud. Semi-double, of largest size; pure soft pink with two white blotches.

La Favorite. The best double white for bedding.

Madam A. M. Chevalier. Trusses of immense size, splendid habit. Double white.

Abbie Schafer. Dwarf habit, light crimson; very fine.

S. A. Nutt. The best of all rich, dark crimson varieties. Of perfect shape and large size.

A. Rothschild. Light daybreak pink.

Red Wing. Intense scarlet—one of the best of its color.

Helen Mitchell. An improved A. Richard. Semi-double, orange scarlet. A grand bedder.

Beaute Poitevine. Semi-double salmon pink.

Countess. Deep pink, graduating to salmon toward the edges.

Ruby. Dark wine color, dwarf grower.

Rosalia. Tall, strong grower. A purplish crimson, very showy bedder.

PRICE OF ALL GERANIUMS (Except Noted). Small plants 2 inch pots, 10 cents each, \$1.00 per dozen; \$6.00 per 100; second size from 3 inch pots, 15 cents each; \$1.50 per dozen; \$12.00 per 100; third size, 4 inch pots, 30 cents each; \$3.00 per dozen; \$2.00 per 100. Extra large for window box and vase use, 40 cents each; \$4.00 per dozen.

A SELECT LIST OF BEST DAHLIAS (Priced Separate)

The Dahlia is now taking first place among autumn-flowering plants; this is largely due to the splendid new sorts that are being brought out in the Cactus and Decorative class. There is nothing that can equal them in range of color and abundance of bloom. Any good, rich garden soil, not too wet, will grow good Dahlias. Show and Decorative types are the smoother petals. Cactus are the curled and twisted petals as shown in the cut.

Plant Dahlias in open ground, about the first of May, if the ground is at all cold and wet defer planting until later date. With us, the started plants have proved as good as the tubers. In fact, they come into bloom more quickly than the tuber and are cheaper.

Always stake your Dahlias as soon as they are tall enough, using good stout stake at least 4 feet high. In the fall, after hard frost, cut the tops off within 3 inches from the ground, take up and store in a cool cellar free from frost.

SPECIAL OFFER ON DAHLIAS. We have a fine lot of best named varieties that did not bloom early enough last year to true up. We offer them in assortment divided clumps—7 for \$1.00. They will give you satisfaction, as they are not only cheap, but they are valuable sorts.

Ethel Wodfrum. Center white, outer petals rose, very free. 30 cents.

Break of Day Cactus. Clear sulphur yellow, changing white, 25 cents.

Lyndhurst. Brilliant cardinal red. 25 cents.

Princess Victoria. Primrose yellow, very early flowering. Large size 25c.

Dreers White. Best shown white. 30c.

Jack Rose. Brilliant crimson, red, large size, 20 cents.

Oregon Beauty. Rich oriental red, shaded gold and garnet, 25c.

Sylvia. Pleasing shade of mauve pink, 25 cents.

Amber Queens. Pompon or miniature, rich Large, 25 and 50 cents.

Catherine. Princess yellow pompon, 20 cents.

Twentieth Century. Single pink shaded.

Yellow King. Of very large, pure bright yellow. 25 cents.

Countess Lonsdale. Apricot shaded pink, early flowering. 25 cents.

Goldland. Golden yellow cactus.

Pieroot. Long tubular narrow petals, deep amber. 25 cents.

Little Herman. Deep garnet tipped white. 25c.

Snow Clad. Fine double white pompon. 25c.

Maud Adams. Large pure white tinted pink. 30c.

A. D. Livoni. Beautiful shell pink. 25c.

J. H. Jackson. Rich velvet maroon. 25c.

Lawine. Early large pure white. 25c.

Lendhurst. Large bright vermillion. Decorative type. 25c.

Virginia Maul. Immense size, delicate shell pink. 35c.

LANTANA

Quite tender. They are strong-growing and very free-flowering. Valuable as bedding plants, standing the sun very well; also good for planting in pots. 20c each. Large size 30 cents each.

Aurora. Strong grower; yellow.

Javil. Purest white, a most beautiful flower.

L. Poitevine. Beautiful rose, rather dwarf.

Radiation. Brilliant red, center orange.

Weeping. A beautiful trailing variety, very desirable for planting in hanging baskets, vases, pots or open ground. Bears an immense profusion of lovely clear pink flowers from early summer until late in the fall.

HIBISCUS

Rapid-growing tropical shrubs with rich scarlet blossom—fine for summer bedding. 25 cents each.

IVIES

English. An old favorite vine; hardy in the South, but will not stand our Iowa winters. Amber shaded Apricot, 20 cents each.

Kenilworth. An old familiar trailing ivy. Perhaps the best for shaded places or rooms where the light is not strong. Each 10 cents.

Parlor. Well known Ivy which is very popular as a plant for hanging baskets and vases. Easily grown. Each, 10 cents, 3 for 25 cents, large, 25 cents each.

MOONFLOWER

Strong-growing climber reaching a height of 40 feet by October 15, if planted in rich ground, exposed to the sun.

White. (*Ipomoea noctiflora*.) Flowers 5 inches in diameter and pure white, with five-pointed star in the center. 20 cents each.

Blue. (*Leari*.) Flowers deep azure blue, 4 inches in diameter. Very pretty. 20 cents each.

BEDDING PLANTS

THE FOLLOWING ARE ESPECIALLY SUITED FOR BEDDING: Acalpha, Alternanthera, Alyssums, Dahlias, Daisies, Feverfew, Forget-me-nots, Heliotrope, Lantanas, Marguerites, Pansy, Petunia. Also seedlings as quoted.

THE FOLLOWING ARE ESPECIALLY ADAPTED FOR VASES AND WINDOW BOXES: Alyssum, Asparagus Sprengeri, Crotons, Dracaena, Geraniums, English Ivy, Tradescantia, Vincas, German Ivies.

In the following list will be found those especially suited for bedding, space not permitting a more general description in body of catalogue.

Alternantheras. Red and yellow, 60c per dozen, \$4.00 per 100.

Aechryanthus Emersoni. Unexcelled for bedding, rich red solid color, can be kept real dwarf. Small size, 75 cents per dozen, \$4.50 per 100; large size, \$1.50 per dozen, \$8.00 per 100.

Cuphea. Ladies' Cigar plant. 10 cents each.

Centurca Gymnocarpa (Dusty Miller). Fine for edging beds, 10c each, 75c a dozen, \$4.50 per 100.

Lobelia, Crystal Palace. Dwarf blue. Fine for borders; stands sun and heat well. 10 cents each, 75 cents per dozen.

Lobelia Gracilis, Blue and White. Trailing suitable for baskets of window bordering. 10c each, 75 cents per dozen.

Pyrethrum or Gold Feather. For bordering beds, keeps its color throughout the summer, 5 cents each, 60 cents per dozen, \$3.50 per 100.

Caladium Esculentum. For center beds. Started in pot, 30c and 50c each.

Those wanting large quantities of bedding plants, such as Geraniums, Coleus, Alternanthera, Cannas, etc., will do well to submit their lists to us before buying.

GREENHOUSE PLANTS

General list, in which, owing to limited space, we are obliged to omit descriptions.

Lobster Cactus. (Christmas Cactus). 15 cents and 25 cents each.

Cobea Scandens. A grand climbing plant for porches; purple or white cup-shaped flower, 25 cents each

Cineraria. Large flowering plants. February, March, April delivery only, 50 cents and 75 cents each.

Impatiens Sultani. 10 cents each, \$1 per dozen; large, 20 cents each.

Madeira Vine. 5 cents each, 50 cents per dozen.

Stevia. Beautiful sprays of small white flowers; blooms in the fall. 10 cents each, 3 for 25 cents. Large plants in fall, 50 cents.

Pilea. (Artillery Plant). 10 and 20 cents each.

AQUARIUM PLANTS

Comba. (Aquaria Moss). 10 cents each.

Cyperus Alternifolius. (Umbrella Plant), 15 cents, 25 cents and 50 cents each.

SEEDING SUITABLE FOR BEDDING

We annually grow a large quantity of seedling for our own use. Nearly all this stock is now grown and especially suited for immediate effect.

Asters. Finest assortment of kinds and colors. 50 cents per dozen, \$3.50 per 100.

Canary Bird Flower. 10 cents each.

Candy Tuft. White, 50 cents per dozen.

Mignonette. 50 cents per dozen.

Petunia, Giant California. \$1 and \$2 per dozen.

Browalia. Blue, \$1.00 per dozen.

Ricinus (Castor Oil Beans). 25 cents each, 5 for \$1.00. Large size, 35c each, 3 for \$1.

ROSES

Plant in sunny location, in deep dug, well enriched soil. After plants are set out keep soil stirred; do not plant in hole in sod and expect them to bloom. Cultivate same as any garden vegetable and you will be repaid for your work and trouble.

Culture for Winter Bloom. Keep in a room with temperature 60 to 65 degrees with all the sunlight possible. Sprinkle under side of foliage every morning if sun is shining. Do not sprinkle on cold, dark days unless the atmosphere of the room is very dry. As soon as the bud is matured, cut the stem down to within three or four inches of the main stalk. Use rotted cow manure in soil. A little weak manure water at the roots once a week is very beneficial if the plant is growing strong.

Insects and Diseases. Greenfly is easily subdued by dusting the leaves with powdered tobacco. The rose-slug is quickly killed by dusting the insect or the whole plant—with road dust on a sunny day. Mildew, which affects the leaves in the early spring and fall, is due to

the variable temperature. For this dust powdered sulphur on the leaves. Roses must be sprinkled thoroughly every sunny day. In the morning is preferable.

Roses by Mail. Unpack immediately. Do not expose roots, but place at once in a shallow dish of tepid water. Toward evening carefully plant in a good mellow soil, thoroughly firming the moist earth around the plant. Shade from the mid-day sun just after planting. If you can possibly avoid it do not have your plants sent by mail—the small amount of express you will have to pay will be more than made up on the extra value of plants we will send you.

Roses by Express. They are usually packed with all or part of the earth adhering to each plant. They invariably arrive in good order. If the balls of earth are dry hold carefully in a pail of water for a moment, then firm the earth carefully around the balls. Never plant a rose when dry at roots; always soak before you put in the ground, then firm the soil thoroughly around them and water again.

ROSES FOR SUMMER BLOOMING OUTDOORS

Every year we send out several thousand of our two and three year old bench grown roses for planting outside. These are rested and practically dormant when they are shipped. If planted out early in May in a good sunny place where you can give them plenty water, they will give you wonderful results.

Orders must be placed early and will be filled when we take the different varieties out of the benches in our Rose Houses. We offer Columbia, Premier, American Legion, Crusader, Butterfly and Angeles, \$2.50 per dozen; \$20.00 per 100.

STANDARD COLLECTION OF EVER-BLOOMING ROSES

These Roses are especially suited for summer bedding where large quantities of blooms are wanted. Are not hardy in this climate.

Bon Silene. Bright cherry crimson; strong, vigorous grower; wonderful bloomer.

Duchess de Brabant. Light rose, heavy shading of amber and crimson.

Gruss an Teplitz. Richest scarlet, shading to a velvety crimson; larger than Hermosa.

Hermosa. Rosy Pink. An old garden favorite.

Mad. Cecil Bruner. Popular baby pink rose, comes in clusters, used largely for corsage.

Suitable for summer planting.

COLLECTION OF TEA ROSES

The flowers are much larger and more perfect than the preceding list but not in such quantity.

Madam Cochet. Rich healthy foliage, longer stout stems, extra large and full. Bright rose.

Angeles. A grand new white, almost as large as Kaiserine, but a better bloomer.

Mad. Butterfly. A glorified sport of Ophelia, a wonderful shade of old gold, orange and yellow.

Crusader. A velvety crimson scarlet, in a class by itself; good size flower; fine long stem; free in growth and blooming, 30 cents.

Kaiserine Aug. Victoria. Best summer bloomer white.

White Killarney. Identical with above, except color, which is pure white.

Ophelia. Clear, bright salmon, often deepening toward golden pink; wonderfully fragrant, with long, pointed buds and stiff stems.

Columbia. The Rose of all Roses, beautiful, clear, glistening pink, exceptionally strong grower, long stems, keeping qualities are very good. One of the best summer flowering roses.

Premier. Deep, rose pink and very free flowering. Large size, good keeper. 25 cents.

Golden Ophelia. Similar in growth with Ophelia. Color, clear golden yellow. 25 cents.

White Ophelia. Delicate peach shading to white in growth like Ophelia. 25 cents.

Amelia Gude. Strong, upright grower, flowers light, clear yellow. A strong grower, and good bloomer.

Annie Laurie. Deeper in color than Butterfly and more double.

Commonwealth. Strong, rugged grower, very dark pink. A strong grower and splendid summer bloomer.

America. Of large size. A tremendous bud, light, clear pink like Columbia. Bud long and pointed.

American Legion. A wonderful grower and producer. A beautiful light, clear red.

PRICES OF ALL TEA AND EVER-BLOOMING ROSES

Except where noted, first size, 15 cents each, \$1.50 per dozen; second size, 25 cents each, \$2.50 per dozen. Our selection, ten strong plants from 3-inch pots, especially suited for summer bloom, for \$1.75, by express. These will give you more satisfaction than \$3 invested in cheap little roses.

TWO NEW REDS

Sensation. Very large pointed bud. Strong grower, a rich velvety crimson. 25 cents each.

Templer. Is not a big rose but is a wonderful bloomer. Very free, dark rich red. 25 cents.

BABY RAMBLERS

All perfectly hardy and wonderful blooming qualities. Grow about 24 inches high, are ideal for bedding out as they flower almost continuously. Flowers in clusters like Crimson Rambler.

Pink Baby Rambler. Clear rosy pink, equal in growth to the red.

Red Baby Rambler. Plant vigorous, foliage dark and glossy. Flowers rich crimson.

Jessie. An ideal Rose, possessing bright green foliage exempt from mildew, with a bushy branching growth; bright cherry crimson.

Baby Tausendschoen. Similar to the climbing variety, its charm lies in the variable coloring, changing from white to shades of pink.

Price of Baby Ramblers; small plants, 25 cents each; large size, 50 cents each; large specimens, \$1.00, \$1.50 and \$2.00 each.



Baby Rambler.

HYDRANGEA

These beautiful shrub plants are valuable for lawn or porch decorations when planted in pots or tubs. The large clusters of flowers resemble those of the Snowball, being larger and remaining on the plant from two to three months. **Thomas Hogg.** Large, pure white, free bloomer. **Otaska.** Bright pink. Sometimes tinted blue; dwarf, sturdy habit; profuse bloomer.

Avalanche. A splendid large white.

E. G. Hill. Of immense size, beautiful pink.

Mad. E. Mouillere. A favorite white variety; very large size; a beautiful variety.

Price of Hydrangeas, 25 cents each; larger size, 50 cents, \$1.00, \$1.50, \$2.00 and \$3.00 each.

THE CARDINAL CLIMBER NEW TENDER CLIMBER

Very strong grower, beautiful fern-like foliage literally covered with a blaze of fiery cardinal red flowers, from mid-summer till frost.

25 cents each, 5 for \$1.00.

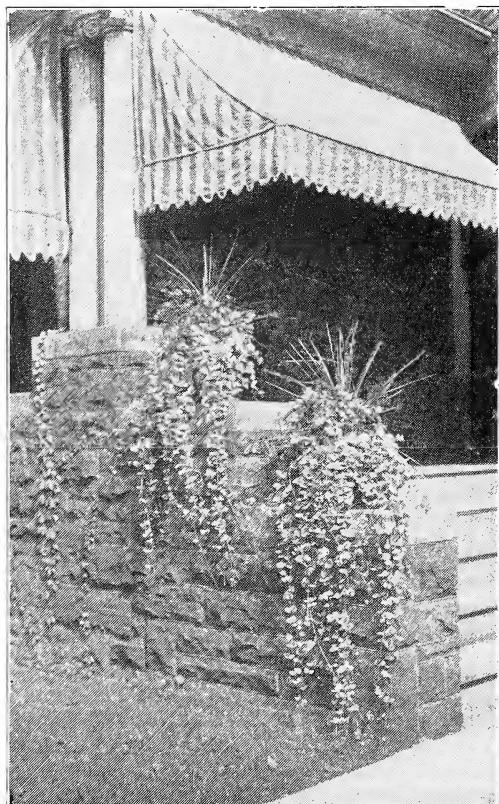
CYPHERUS ALTERNIFORIUM

(UMBRELLA PLANT)

Being an aquatic, it is at home in the aquarium. 25 cents and 50 cents each.

CYCLAMEN

Giant Flowered. Most beautiful and decorative of all pot plants, for winter and spring blooming. Foliage broad, massive and graceful, of dark green, beautifully variegated with silver and rose. The flowers are carried on



Vinca



long stems and produced in profusion for several months. First size, separate colors, suitable for next winter's bloom at 25 cents each. Large size in fall, \$1, \$1.50.

SALVIAS

The Salvias now rank with the geranium in importance as a bedding plant. These French varieties are especially valuable on account of their dwarf and compact habit, and coming into bloom in mid July.

Clara Bedeman. Tall, upright grower.

Fireball. Dwarf compact habit, very free flowering. Flowers brilliant scarlet.

PRICE OF SALVIAS: First size, 10 cents each, \$1.00 per dozen, \$6.00 per 100. Second size, 15 cents each, \$1.50 per dozen, \$10.00 per 100; third size, 25 cents each, \$2.00 per dozen; 16.00 per 100.

VERBENA

Is one of the prettiest and most popular of the flowering plants suitable for forming beds on the lawn. It commences to flower and spread from the first day the plants are set until late in the autumn. Colors are white, blue, purple, pink, rosy, crimson, striped. 75c per dozen. 4 for 25 cents.

SANSEVIERA ZEYLANICA

The leaves grow to a length of 3 to 4 feet and are beautifully striped crosswise, with broad white variegation on a dark green ground. 25 cents each; large size, 50 cents each.

VINCA

This great window-box and hanging-basket plant increases in popularity each year.

Major Variegata. A beautiful variegated trailing plant. Leaves glossy green, broadly margined with creamy white; flowers blue, 15 and 25c each. \$1.50, \$2.50 per dozen.

Extra large, 40 cents each, \$4.00 per dozen.

Green Variety. Similar to the variegated, but leaves beautiful dark green. 10 and 20 cents each. \$1.00 and \$2.00 per dozen.

Hardy Green Vinca. Very suitable for grove use, 15 cents each, 4 for 50 cents.

VIOLETS

Mrs. C. W. Fry. Long stems and large flowers, deep blue. Very prolific. 15 cents each.

SMILAX

There is no climbing plant in cultivation for winter use that surpasses this in the graceful beauty of its foliage. Of no use outside in summer. 10 cents each; large size 20 cents each.

HARDY ROSES—A Selection of the Best

Knowing that there is a greater loss of Hardy Roses than any other dormant plant, it shall be our earnest endeavor to supply our customers with the very best plants possible, guaranteeing them to be in good condition when they leave our hands. We offer this year pot grown plants only in Hybrid Perpetual. Too much loss with dormant stock.

HOW TO PLANT—VERY IMPORTANT

When planting, care should be taken to set plants deeply, planting them at least two inches below first point or branches and pounding the soil firmly around the roots. Don't crowd the roots, but dig a good, large hole, spreading out the roots; work the soil around the roots and pack firm as you fill the hole. When about two-thirds full of soil, give thorough watering, then when water soaks away, fill up the hole and firm the soil with your boot. Never for an instant expose the roots to the hot sun. If weather is very warm, protect the dormant tops with straw, sacking or other protecting material, until the tops swell, gradually accustoming them to the light and air. By carefully observing above, you will have no trouble to make your dormant plants thrive, where by careless planting and after-care, one-half will die.

Winter Protection for Rose Plants. This may be done with material most convenient at hand, such as leaves, straw, light manure, street sweepings, pine and cedar boughs, etc. Large Rose bushes will stand several degrees of frost and the covering should not be put on until winter has set in.

How to Make Roses Bloom. In the axil of each leaf is a latent bud. Should the long, strong shoots or branches be placed and kept in a horizontal position, each latent bud will produce many flowers. Cut wooden hooks and peg the long, straight shoots firmly to the ground. These branches will not only flower, early and late, but will make robust wood, which can be treated in the same manner the following spring. Monthly and Hybrid Roses can thus be made to bloom continuously.

Suckers. Always remove any suckers that come up at side of plants—they are from the root graft of the rose, and they will not bloom and only rob the vitality of the plant.

HYBRID PERPETUAL ROSES

Frau Karl Druschnki. One of the finest pure white roses.

General Jacqueminot. Rich, velvety, crimson, changing to scarlet crimson. Very fragrant.

Magna Charta. Extra large, full flowers; very double, clear rose, blushed with carmine.

Mme. Plantier. Grows in bush form, flowers in great abundance in June. Pure white.

Mrs. John Laing. Beautiful soft pink, delicious fragrance; of exquisite shape; very large and double.

Prince Camille de Rohan. Rich, dark velvety crimson, passing to maroon shaded black.

Ulrich Brunner. It is of a rich, glowing crimson scarlet color. Free, continuous bloomer.

PRICE OF HARDY ROSES

Two year old, April and May delivery. 75c each; \$8.00 per dozen.

One year old, own root plants, pot grown, April, May and June delivery, 20 cents each, \$3.00 per dozen

ROSA RUGOSA

Rugosa Roses are sturdy bushes, 3 to 5 feet in height, and are covered with glossy green foliage and clusters of beautiful single flowers, which emit a fine odor. They bloom continuously and are covered during autumn with bright red pods.

Alba, White, **Rubra**, Red.

MOSS ROSES

A class of Roses which are much admired. The beauty of the flowers consists in the delicate, mossy covering which surrounds the bud.

Blanche Morea. Pure white.

Salet. Light rosy pink; extra free bloomer.

Crimson Globe. Dark crimson; best in its class. 75 cents each.

HARDY CLIMBING ROSES

Dorothy Perkins. Strong, vigorous growth. Flowers are borne in clusters, of a beautiful shell pink, full double.

White Dorothy Perkins. A seedling of Dorothy Perkins. Magnificent clusters of gleaming white flowers.

Crimson Rambler. Everybody knows this Rose. Magnificent and hardy everywhere.

Baltimore Belle. Clusters of large double flowers of a pale blush color.

Prairie Queen. A favorite everywhere. Bright red, changing as flower opens to deep pink.

Tausandschon. Means, "Thousand Beauties." The color runs from delicate rose through shades of bright rose and carmine with white, yellow and other tints.



PRICE OF CLIMBING ROSES

Small plants from pots, 25 cents each, 4 for \$1.00; two-year-old out-door grown, 60 cents each; 6 for \$3.25.

HARDY PLANTS, SHRUBS, VINES, ETC.

(Ready for shipment April 15 to May 1. Send us your orders as early as possible.)
We carry in stock only the best and most popular varieties of hardy shrubs.

BARBERRY, THUMBERGI

Where a low, dwarf, deciduous hedge is wanted, nothing equals this beautiful Barberry. The leaves are small light green and toward fall assume rich, brilliant colors, the fruit or berries becoming scarlet.

(NOTE—this is not the variety that causes rust on grain). 12 to 15 inches, \$2.50 per dozen, \$15.00 per 100; 15 to 18 inches bushy, 35c each, \$3.50 per dozen, \$25 per 100.

Barberry. Box form. Grows similar to boxwood. 12 to 15 inches, \$4.50 per dozen.

FLOWERING ALMOND

Pink, \$1.00 each.

LONICERA (Bush Honeysuckle)

Morowii. A neat shrub of symmetrical growth. Red flowering, 40c each; white flowering, 50 cents each.

SAMBUCUS (Elder)

Aurea. Leaves are bright yellow, giving best effect when planted with other shrubs. 40c each.

SYMPHORICARPOS (Snowberry)

Racemosus. Small pink flowers and large white berries that hang on the plant throughout part of the winter. 40c each.

Vulgaris. (Red-fruited.) Foliage, flowers and fruit small; fruit red; hangs all winter. 50c

CORNUS (Dogwood)

Siberia. (Red-branched.) Tree-like shrub, with white flowers in June, followed by red berries. 40c each.

SNOWBALL

Common variety. 18 to 24 inch. 60c.

SPIREA

All the Spireas bloom with riotous extravagance which makes them quite striking.



Hydrangea Paniculata Grandiflora

Van Houtii. The most showy of all Spireas and one of the best flowering shrubs in cultivation. The plant is rather tall, upright grower, with long, slender branches that droop gracefully with their weight of foliage and flowers. Flowers pure white in great clusters and whorls 12 to 18 inches, \$2.00 per dozen, \$12.00 per 100; 18 to 24 inches 25 cents each, \$2.50 per dozen; \$18.00 per 100; 24 to 30 inches, bushy, 40 cents each, \$4.00 per dozen; \$30.00 per 100; extra large, 75c each; \$6.50 per dozen; \$50 per 100.

Billardi. Pink flowers, in bloom nearly all summer. Fine for planting in masses. 30c each, \$3.00 per dozen.

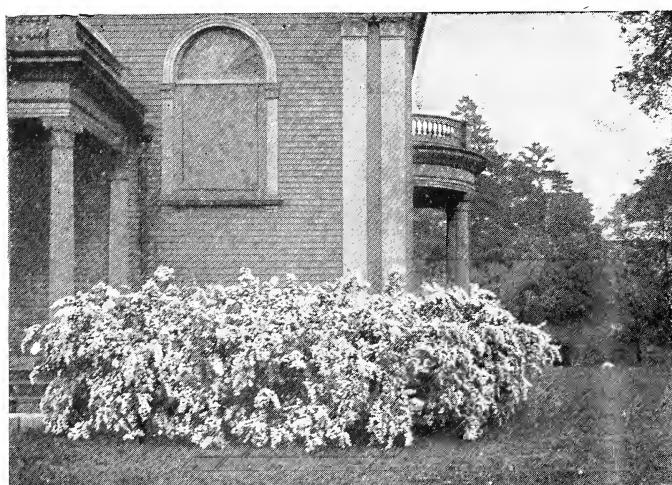
Golden Leaved Aurea. Foliage golden tinted, very effective massed or among other shrubs. Flowers are white. 40c each.

Antony Waterer. A bright crimson. It is also dwarf and dense in growth. When scarcely 12 inches high it begins blooming and thereafter is seldom out of flower. Small size, 30 cents each; \$3.00 per dozen; large size, 50c each. \$5.00 per dozen.

HYDRANGEAS

Paniculata Grandiflora. Absolutely hardy; grown in any soil, and bloom the same year they are set out. They flower abundantly, bearing immense panicles of bloom, white at first, and turning to rose in autumn. To make a fine specimen, the soil should be as carefully prepared as for any shrubs. Annual shortening of the branches tends to increase the size of the flowers, 12 to 18 inches, 40c each, \$4.00 per doz.; 18 to 24 inches, 60c each; \$6.00 per dozen; 24 to 30 inches, 75c each, \$7.50 per doz.; extra large and heavy, \$1.00 each, \$10.00 per dozen.

New Hydrangea Snowball. The blooms are of large size, of pure snow white. Its long season of bloom, from early June thru August, renders it double valuable to every owner of a garden; perfectly hardy, 40 cents each, 3 for \$1.00, large two-year-old plants, 75 cents each.



Spirea Van Houtii

DOUBLE FRENCH LILACS

Chas. X. A strong, rapid-growing variety with large, shining leaves; trusses large, of reddish purple. 75 cents each.
Madame Lemoine. Double, pure white; borne in large clusters. 75 cents each.
Lavalle. Violet, 75 cents each.

LILAC

Old-fashioned purple varieties, 40c each.
 Old-fashioned white varieties, 40c each.

SYRINGA OR MOCK ORANGE

Coronarius. Beautiful free-flowering shrubs, bearing large panicles of pure white, fragrant flowers; very strong growers. 40 cents each.

WEIGELIAS

Candida. White flowering variety, flowers throughout the summer. 50 cents each.
Eva Rathke. Brilliant crimson, flowering throughout the summer. 50 cents.
Rosca. Rose colored flowers, in June and July. 45 cents each.

Hardy Climbing Plants

If you have a vine covered fence of Woodbine, Bittersweet, Honeysuckle, or other vine—try a Trumpet Vine at each post or regular intervals. The effect is very striking and attractive.



Clematis Paniculata

CLEMATIS, LARGE-FLOWERING VARIETIES

Ville de Lyon. Magnificent brilliant crimson.
Henri. Large size, single, pure white.
Jackmanii. The finest of purple. We offer this year pot grown plants only. They are not as large as field grown but are sure to grow, 75c each.

CLEMATIS, SMALL-FLOWERING CLEMATIS PANICULATA

Paniculata. One of the very best vines to grow near the house, as they are free from insects, and remain neat looking throughout the whole summer. It will grow against any outbuilding, trellis, over any place, up a pole, pillar or stump. The flowers are of medium size, pure white, borne in immense sheets, and of a delicate and penetrating fragrance, appearing late in September, at a season when few other vines are in bloom. Small 3-inch pot plants, 35 cents each, 3 for \$1.00; two-year-old, 75 cents each.

**JAPAN OR BOSTON IVY
(Ampelopsis Veitchii.)**

The grandest hardy climbing vine in existence for covering houses, churches, schools, etc. Its glossy ivy leaves overlap each other and its long, delicate young shoots stretch up the walls with free and rapid growth. The tendrils at nearly every point cling firmly to the smoothest surface of rock or wood. The glossy leaves assume in the autumn the most beautiful tints of scarlet and crimson. The hand-some vine of scarlet for growth on brick walls. Two-year-old pot grown only 60c each. \$6.00 per dozen.

Woodbine (American Ivy.) Very hardy, fine for covering trees or unsightly places. 30 cents each, 4 for \$1.00.

**BIGONIA
(Trumpet Vine)**

Radicans. (Trumpet Creeper.) Flowers are large, orange scarlet. Very useful for covering undesirable places, as it is a strong grower and very hardy. 35 cents each.

**LONICERA
(Honeysuckle)**

Ponica. (Scarlet Trumpet.) Strong, rapid grower. Blooms very freely the entire season. Bright red trumpet-shaped flowers.

Hall's Japan. Variegated leaves, 40c each.

(Yellow Sweet.) Bright yellow and orange; fine for porches and pillars.

Price of Honeysuckles; strong, outdoor-grown plants, 69 cents each.

CHINESE MATRIMONY VINE

A vigorous growing hardy climbing vine that may be used anywhere that a vine is needed for training to trellis, fence or wall. Small purple flowers and are followed by brilliant scarlet berries. 40 cents each.

WISTARIA

This is one of the most popular hardy vines, growing very rapidly, climbing to a height of 50 feet or more. It flowers in early spring in long, drooping racemes resembling in size and shape a bunch of grapes.

Magnifica. Pale blue. 50 cents each.

Simensis Alba. Pure white, sometimes tinted light blue. 75 cents each.

HARDY PERENNIAL PLANTS

Those that die to the ground every year.

No money you can invest will give you such pleasure and permanent returns as that you invest in Hardy Plants. Once planted they stay, growing in beauty every year. Our stock of these is large and complete and covers such a wide range of variety that you can select what will give you a complete succession of flowers the entire summer and fall. The small sizes are mostly pot-grown. The large sizes, one year, field grown.

ACHILEA

The Pearl. Purest white. Fine for summer planting. Small plants, 15 cents each. Strong clumps, 25 cents each.

Rosea. Dwarf grower, feathery clusters of rose colored flowers. 30c each.

DIGITALIS (Foxglove)

A handsome plant of stately growth. 15 cents each, clumps 25 cents each.

FUNKIA (Day Lily)

Lancifolia. Blue.

Variegated. Green and white foliage; blue flowers.

Alba. Pure white. 25 cents each; large size, 40 cents each.

GYPSOPHILA (Baby's Breath) Beautiful fairy-like white flowers. 10 cents each, 25 cents for 3; clump, 25 cents.

LILY OF THE VALLEY

Strong outdoor grown clumps, 25 cents each, 5 for \$1.00.

HOLLYHOCKS

Double Pink, White, Yellow Red. Small plants, from pots, 15 cents each, \$1.50 per dozen.

SWEET WILLIAMS

Beautiful for solid beds or masses. Assorted colors, 15 cents each, 4 for 50 cents.

YUCCA

Filamentosa. Sub-tropical looking plant, with long, narrow leaves that remain green the entire summer. It throws up a long flower stem in the summer of 3 or 4 feet high, bearing a large spike of creamy white bell-shaped flowers that retain their beauty a long time. Strong roots, 40 cents each.

HARDY ASTERS

These are among the showiest of all the hardy perennials, coming in bloom in the fall.

Cordifolius. Dark blue.

Queen. Dwarf, white.

St. Egwin. Bright pink.

15 cents each; 4 for 50 cents; field clumps, 30 cents each.

GAILLARDIA

Grandiflora. Begins to flower in June, continuing one mass of bloom the entire summer. Center dark reddish brown, petals vary from scarlet and scarlet orange to crimson. 15 cents each, 50 cents for 4; clumps, 30 cents.

RUBECKIA

Golden Glow. A glorious hardy plant bearing double yellow Dahlia-like flowers. 10 cents each, 25 cents for 3; \$1 per dozen.

PINK

They are more dwarf than carnations, growing only about one foot in height.

Alba Fribriata. Fine, hardy, white pink.

Colored Varieties. We have a fine assortment of colored varieties.

Small size, 20 cents each; 6 for \$1.00. Mixed seedlings, 10 cents each, \$1.00 per dozen.

COREOPSIS

Lanceolata. Begins to bloom early in June and continues until frost. Is continually one mass of yellow Daisy-like flowers. 15 cents each, 40 cents for 3; large clumps, 25 cents each.

DELPHINUM (Larkspur)

Kelway's New Hybrids. Flower spikes stiff and strong; flowers double and single, shading from light blue and lilac to the indigo and purple shades. 25 cents each.

Delphinium Chenensis. Pure white. 25 cents.

PLATYCODON

Grandiflora. Bell-shaped flower; white and blue, 10c each; large plants, 20c each.

TRAILING MYRTLE

A beautiful trailing plant, largely used for cemetery planting. 15 cents each, 50 cents for four; large plants, 30 cents each, 4 for \$1.00.

HARDY CHRYSANTHEMUMS

We have them in the shades of white, yellow, bronze and pink. 15 cents each, 4 for 50 cents, 8 for \$1.00.

FERNS, HARDY

Large growing varieties, 30 cents each, 4 for \$1.00.

PERENNIAL POPPIES

Very satisfactory for the garden. Good, deep rich soil, open situation.

Oriental. Crimson scarlet; tall.

Price of poppies. 25 cents each; 4 varieties for 60 cents.

BURBANK'S SHASTA DAISIES

Flowers are large and graceful, averaging about 4 inches in diameter, with three or more rows of petals of purest whiteness on a single strong, wiry stem. Small plants, 10 cents each, 25 cents for 3; large clumps, 25 cents each.



IRIS

Japanese. The finest of all. Thrives best in damp location, flowers in large size and beautiful range of colors, from pure white to deepest purple. Divided clumps, 30c each.

Siberian. Similar to the German Iris, but smaller flower. Color deep blue, very free.

Fleur de lis or German Iris. Familiar and beloved flowers of spring. Established plants produce 50 to 100 spikes of bloom.

Mad. Chirean. White bordered clear blue.

Florentina Alba. Pure white.

Darius. Yellow, margined white.

Queen of May. Soft rosy lilac.

Honorable. Rich golden yellow, lower petals mahogany brown.

Mad. Paquette. Bright rosy claret, early.

Pallida Speciosa. Lavender shaded lilac.

20c each, 6 for \$1.00. All colors mixed, 10c each, \$1.00 per dozen.

Special offer on Iris, eight varieties of German and Siberian, strong clumps for \$1.00.

HARDY PHLOX



PRICE OF PHLOX

Small plants, 15c each, 4 for 50c; 8 for \$1.00; 1 year old plants, 30c each, 4 for \$1.00.

No plants give better satisfaction to amateurs than the Hardy Phlox. They thrive in any ordinary rich soil. The ease with which they are cultivated, their entire hardiness, and the beautiful coloring, make them particularly valuable for garden planting. The wide range of colors, from pure white through all the shades of pink to deep crimson, give you a range of colors not found in any other hardy plant.

E. Littré. Pink.

Widar. Reddish violet white center.

Rheinlander. Very large salmon pink.

Prof. Virchow. Bright carmine overlaid orange scarlet.

Albion. Pure white, faint red eye.

Bachante. Rose with crimson eye.

Bridesmaid. Tall white crimson center.

Sunset. Rosy red.

Coquelot. Scarlet, deep eyes.

Champ Elysé. Bright rosy magenta.

La Vague. Mauve, red eye.

Mrs. P. Lingard. Very fine early white.

Rynstrom. Paul Neyron, pink.

SPECIAL OFFER

One plant each of six varieties, our selection, one year old outdoor grown for \$1.00.

PEONIES

Once planted They Will Last a Lifetime

Planting. An important point to observe is not to plant too deeply. The roots should be placed so that the crowns (or eyes) are covered with two or three inches of soil. Planting too deep is often the cause of shy blooming.

Plant with the southwest or west exposure.

Plant as early as possible in the spring, as they sprout very quickly. If order is received too late for planting we will hold that part of order and deliver early in the fall.

Our list contains the very best and most dependable varieties.

SPECIAL OFFER

Three Peonies all different, strong roots for \$1.00 or three-year-old clumps for \$2.00. 12 all different, part named varieties, strong roots for \$4.00. This collection is made up of some of the finest varieties that names have been lost and is a bargain for one who wishes to plant a row in the garden—by express at purchaser's expense. Strictly our selection varieties.

SOME OF THE BEST VARIETIES THAT GROW

Gen. Bertrand. Pink, clove-shaped, fine bud. 40 cents.

Officinalis Rubra. The old-fashioned very early, deep crimson. 75 cents.

L. Esperence. Very early light pink. 50 cents.

Baroness Rothchilde. Outer petals silvery rose, center purplish lilac. 40 cents.

Paul Neyron. Fine pink. 40c.

Dutchess Orleans. Dark pink. 40 cents.

Dutchess Nemours. Fine pure white. 40 cents.

Felix Crousee. Dark red. 60 cents.

Missionier. Purplish red. 60c.

Queen Victoria. Fine white. 40c each.

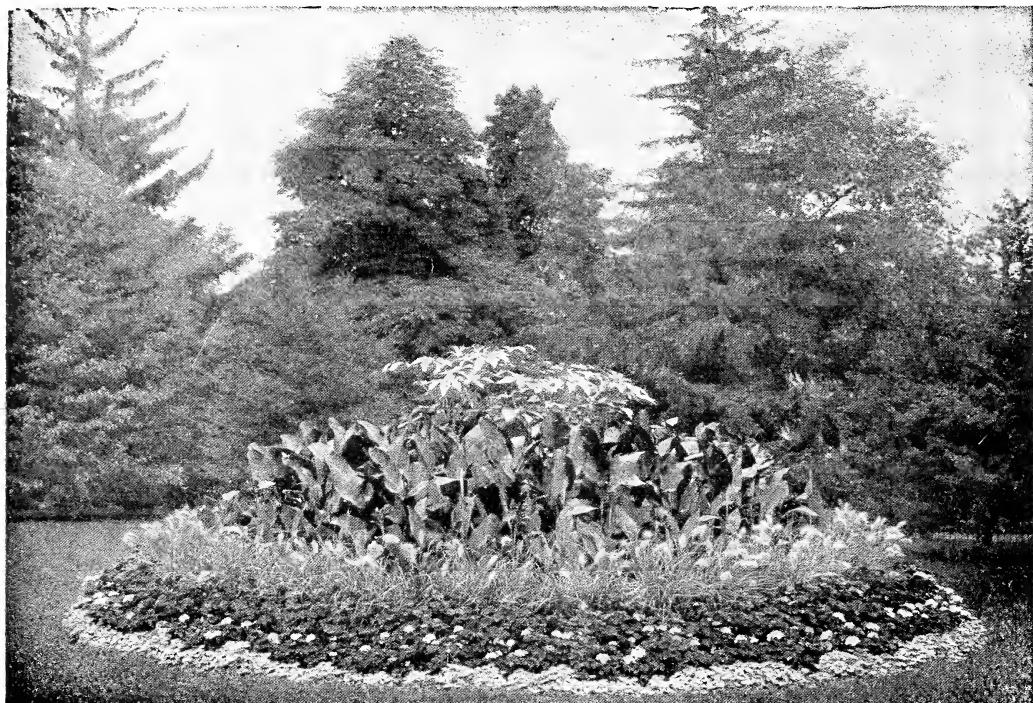
Francis Ortegat. Brilliant crimson, very double. 50 cents.

Fulgida. Purplish red. 40 cents.

Festive Maxima. The best known Peony. Flower of immense size, snowy white, with some red spots on the edges of the center petals. Very sweet. Early, 60c each.

Grandiflora. Bright flesh or pink, large, late. 40 cents.





Bed of Castor Beans, Cannas, Pennisetum Longistylum, S. A. Nutt Geranium, and Mme. Salleroi Geranium, 10 Feet in Diameter.

This shows what can be done if plants are grouped correctly. Extended descriptions and prices will be found under their respective heads.

CENTER—Two Castor Beans.

FIRST ROW—36 inches in diameter, 6 Cannas, 18 inches apart.

SECOND ROW—66 inches in diameter, 18 Pennisetum, 11 inches apart.

THIRD ROW—96 inches in diameter, 24 Geraniums, all alike, 12 inches apart.

FOURTH ROW—104 inches in diameter, 40 Geraniums, M. Salleroi, 8 inches apart.

Price for Entire Bed, Small Size Plants—\$9.00; Larger size plants, \$13.50.

Larger beds, price on application. In ordering state color of Geraniums wanted.

Castor Beans—

Small plants	20c each, 4 for 75c
Large plants	35c each, 3 for \$1.00

Cannas—

Small plants	15c each, per dozen, \$1.50
Large plants	25c each, per dozen, \$2.00

Pennisetum—

Strong plants	15c each, dozen \$1.50
---------------------	------------------------

Geraniums—

Small size	10c each, per dozen, \$1.00
Medium size	20c each, per dozen, \$2.00

Large size

30c each, per dozen, \$3.00

Geraniums, Mad. Salleroi—

SURPRISE COLLECTION OF BEDDING PLANTS

READY AFTER JUNE 1. Every year we have a surplus of some special varieties of bedding plants, such as Roses, Cannas, Geraniums, etc. Those who have a bed they wish to fill late in the season will find this collection of exceedingly liberal value. Orders booked at any time and filled in rotation in June. \$1 for 18; \$2.50 for 50; \$4.50 for 100, our selection of varieties.

A BED OF COLEUS

For the lawn, for every purpose of mass planting, Coleus are popular, effective and cheap.

Price of Coleus. 10 cents each, 4 for 25 cents; 12 for 65 cents. Our selection, 5 cents each. 50 cents per dozen; \$3.50 per hundred. After June 10, \$2.50 per 100.

SPECIAL NOTICE

All orders to go by mail must have postage added to catalog price of plants. **10 cents for each \$1.00 or less.**

ORDER SHEET FOR PLANTS, ETC.

from

Joseph Bancroft & Son

Lock Box 35, CEDAR FALLS, IOWA

Name	Amount Enclosed
Post Office	P. O. Order \$.....
Express Office	Express Order
If Different from Postoffice	
County	Draft
State	Check
Date	Postage Stamps
	Cash

NOTICE—10 cents postage must be added for each \$1 order to go by mail.

Please give below name and addresses of a few of your friends who buy flowers, and whom you know would appreciate our catalogue and become our customers.

Window Boxes of Vincas and Ferns



Porch Boxes, made of Cypress, Painted Green, Bolted together—8 inches deep and 10 inches wide, 2 ft., \$2.50; 3 ft., \$3.00; 4 ft., \$4.00; 5 ft., \$5.00.

Porch Boxes. Self watering, made of galvanized iron with liner—2, 3, 4 feet long, 12 inches wide, \$3.00, \$4.00, \$5.00 each, with frame support, \$2.50 each extra.

Vincas, Asparagus Sprengerii and Ivy Geraniums, medium size for boxes and baskets—25 cents each; \$2.50 per dozen. Large size, 35c each; \$3.50 per dozen.

Boston Ferns—25c, 50c, \$1.00, and \$2.00 each.

Geraniums—All colors for beds and boxes, \$2.00, \$3.00, \$4.00 per dozen.

Daisies—25 and 50 cents each.

Dracaena Indivisa—50c and \$1.00 each.

State size of box—how much you wish to pay—and we will send you a collection suitable.

Plant Collections for Vase Use. For a vase 18 inches across. One Dracaena, 2 Petunias, 2 Daisies, 3 Geraniums, 2 Vincas, 2 Asparagus Sprengerii; all strong plants, ready for immediate effect, \$3.00.

Special Vase Collection. For a vase 24 to 30 inches across. One large Dracaena or Boston Fern, 3 Petunias, 3 Daisies, 4 Geraniums, 8 assorted vines, for \$4.00.

Special Porch Box Collection. Suitable for 2 ft. box: 2 Boston Ferns, 3 Geraniums, 2 Daisies, 4 Vincas, all strong plants, \$3.00. Plants for 3-ft. box, \$3.75. For 4-ft. box, \$5.00.

Special Hanging Basket Collection. One Dracaena or Fern, 4 Geraniums, 2 Vincas, 2 Asparagus Sprengerii, Moss and wire basket for \$3.25 by express.

PLANT AND FLOWER BASKETS

We make up hundreds of beautiful plant and flower baskets, ranging in price from \$1.50 to \$5.00 and up. These are very suitable for gifts and are also very appropriate for use on graves at Easter, Decoration Day, Mother's Day, and other like occasions. If taken care of they will keep a long time in splendid condition.

Bancroft's Money Saving Collections of Popular Plants

These collections are put up for those who want good small plants, yet do not feel able to pay the higher prices charged for those named in catalogs. We sell many thousands of money saving collections yearly, to satisfied customers. Try them. We know you will be more than pleased.

All orders for our Surprise Collections will be acknowledged and entered on our books as received. We usually commence to send out the collections of Tender Plants about May 1st, and Hardy Plants the latter part of April. We cannot promise to send them out before these dates. We cannot permit any change in the composition of these collections or in the time of delivery. Always order by letter.

All collections are strictly our own selection of varieties.

Combine your orders, having them shipped by express, and you will be more than pleased with the splendid value you receive. The cost is so small and the extra value of the plants will more than compensate you for the small amount of express charge YOU will have to pay.

Hardy Plant Collections

- A**—Five Hardy Perennials, all different, 1 year old for 60 cents.
- B**—Seven small Hardy Perennials, all different, for 50 cents.
- C**—Four Choice Hardy Phlox, our selection, for 50 cents.
- D**—Twenty Pansies, large plants, all ready to bloom, for \$1.00.
- E**—Four two-year-old Hardy Roses, for \$2.50.
- F**—Four named Peony varieties, our selection, for \$1.50.
- G**—One each, Crimson Rambler, Dorothy Perkins, Baltimore Belle, Prairie Queen, Strong two-year-old plants, for \$1.50.
- H**—Pink, White, Yellow and Red Ramblers, nice pot-grown plants, the four for 75c. Strong two-year-old plants for \$1.50.
- I**—One each of large flowering Clematis paniculata, Cinnamon Vine, Honeysuckle, all strong plants for \$1.10.
- J**—For \$2.00 we will send 6 Hardy Ornamental Shrubs, our selection of sorts, 2 to 3 feet high.
- K**—Eight Tuberoses, largest size, 50 cents.

If By Mail Add 10c for Each \$1.00 Sent.

Special Offer

Have You Three Friends Who Love Flowers?

Send the names of three of your friends together with 40 cents and receive your choice of any one of these money saving collections prepaid. Any four for \$1.50 prepaid.

- 1. Four varieties Cannas, dormant roots, 40c.
- 2. Four varieties Chrysanthemums for 40c.
- 3. Five fine Coleus for 40 cents.
- 4. Five small Salvia Splendens for 40 cents.
- 5. Four varieties Geraniums for 40 cents.
- 6. Four flowering Begonias for 40 cents.
- 7. Six assorted Bedding Plants for 40 cents.
- 8. One Asparagus Plumosus. One Asparagus Sprengeri and one Boston Fern, 40c.
- 9. One Boston Fern, 1 Whitmani Fern, 1 Dwarf Fern for Fern Dish, for 40 cents.

JOSEPH BANCROFT & SON, Lock Box 35, Cedar Falls, Iowa.

Gentlemen: Enclosed please find _____ for which please send me Assortment

No. _____

Names and addresses of friends.

1 {

3 {

2 {

Your Name and Address {

From _____

Put a
2-Cent
Stamp
Here

BANCROFT'S GREENHOUSE

LOCK BOX 35

CEDAR FALLS,

ALWAYS
"Say It With Flowers"

IOWA

12.30.1923 40.6 m



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Pelargonium or Lady Washington Geraniums

Showiest mass of bloom produced on any soft-wooded plant that we have. The flowers are of good substance, beautifully ruffled and fluted while the colors are perfection in gorgeous shades and markings and of great size and much better bloomer than the older varieties.

Mad. Vibert. Ruffled flower, fiery red, with black blotches.

Easter Greeting. The new species is the earliest of all Pelargoniums with enormous florets and clusters having light green foliage and of dwarf robust growth. Blooms from March until fall. The flowers are of a fiery amaranth red with five regular shaped spots.

Swabian Maid. A sort of Easter greeting, reddish carmine with five large black blotches bordered purplish carmine.

Gardener's Joy. Enormous clusters, apple

blossom pink, two upper petals blotched carbon brown.

PRICE OF PELARGONIUMS. Small plants, 25 cents each; large size, 50 and 75 cents each.

PANSY GERANIUMS

Mrs. Layal. The flowers are of medium size and have white throat. Each petal is shaded toward the center with a rich lavender pink and a dark maroon blotch in the center; is of easiest growth, dwarf in habit and literally covered with flowers. 25 and 50 cents each.

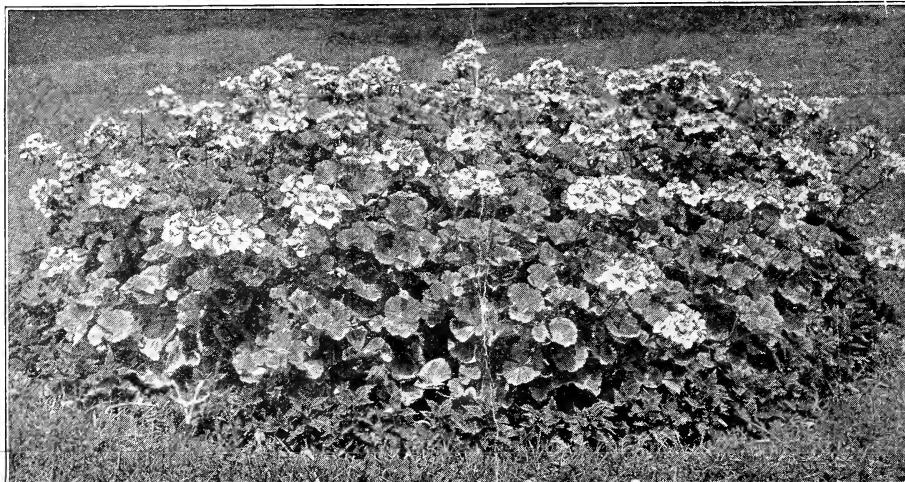
Bancroft's Beautiful Flowers FOR 1925



GERANIUMS

The Geranium is the most popular plant for bedding purposes, and deservedly so, as they continue to bloom profusely in the hot summer months when other plants are scorched by sun and dry weather. The new double varieties bloom as freely as the single and make as fine bedders, being more durable.

Our list of flowering Geraniums will be found very large and complete. We have taken great care in selecting the different varieties showing distinct characteristics of their own. See pages 19 and 20.



JOSEPH BANCROFT & SON

Lock Box 35

CEDAR FALLS, IOWA

Telephone 44